RADIO & TELEVISION RETAILING

IN TWO PARTS • PART ONE



HOP ABOARD THE BANDWAGON

NAMM MUSIC SHOW
Chicago, July 10-13

CALDWELL-CLEMENTS, INC. July • 1950

AM-FM, TELEVISION • ELECTRICAL APPLIANCES • RECORDS & PHONOGRAPHS • SERVICING & SOUND

HONEY



with the **LOW** *cut price*

$189.95

MODEL #16-M-1

- ★ Soft-Lite Full-View **16" Rectangular Tube**
- ★ Tune with **ONE KNOB**
- ★ New Super-Power chassis
- ★ Beautiful compact cabinet

NATIONAL DISPLAY
1454 Merchandise Mart, Chicago

air king **has everything!**

AIR KING PRODUCTS CO., INC. • 170 - 53rd Street, Brooklyn 32, N. Y.

RADIO & TELEVISION RETAILING

IN TWO PARTS • PART TWO JULY, 1950 • CALDWELL-CLEMENTS, INC.

Yes, Today, Even More Than Ever, There's a

GREAT SALES VOLUME FOR ZENITH FM IN YOUR TERRITORY!

● Yes, a tremendous FM sales volume that *you* can realize is actually waiting for you—if you will *go after* it with consistent advertising and displays and actual demonstrations. Throughout much of the country, there are vast areas where FM provides the *only* dependable radio service.

And of course, the better the FM receiver . . . the larger the area of good reception becomes. So that, with the spectacular new line of super-sensitive Zenith FM receivers the bounds of FM areas are greatly extended—far beyond even that shown on the map.

In many areas where only one or two FM stations may be heard with ordinary FM sets, Zenith *Super-Sensitivity* makes possible reception from five, ten or more stations.

That is why Zenith FM opens up tremendous new radio territories for dealers, and new, untouched markets for both local and national advertisers. In many areas, people need and buy these extra-powerful, super-sensitive sets in order to have complete day and night radio entertainment. And in areas where satisfactory reception has been previously impossible with either AM or ordinary FM receivers . . . Zenith FM sets are the only means of radio enjoyment.

See the Next Three Pages for Zenith's Great New Line of FM-AM Receivers . . . featuring . . . THE OUTSTANDING SUPER-SYMPHONY $79.95*

Publishers also of TELE-TECH

There's A Rich Ne

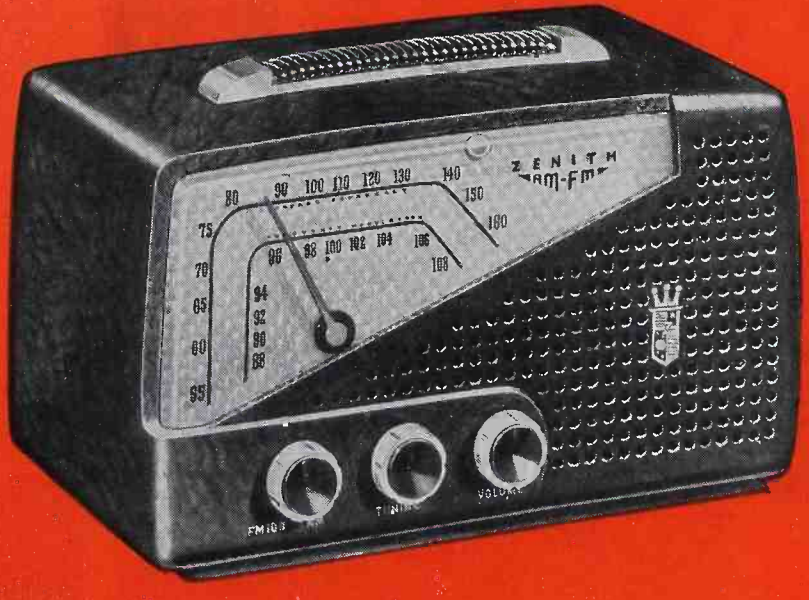
with these New Zenith

Survey after survey shows it . . . a ready-made market with thousands of FM prospects. In many sections, summer static, cross talk and radio interference keep people from enjoying good, summertime radio pleasure. FM broadcasting increases the audience of baseball games, fairs and other outdoor events with its clear, sharp reception. And in many areas, of course, FM reception *only* can be enjoyed.

So realize your share of the tremendous summer market . . . with the best sets, in the smartest cabinets, at the right price . . . Zenith FM-AM radios. And remember, when you sell Zenith, competition is of no concern . . . for you are selling the finest.

Remember this, too . . . that in many areas which do have FM reception, some ordinary FM receivers will bring in only one or two stations, yet Zenith *Super-Sensitive* sets will provide FM reception from five, ten and even more stations.

ORDER THESE SETS FROM YOUR



New Zenith "SUPER-TRIUMPH"

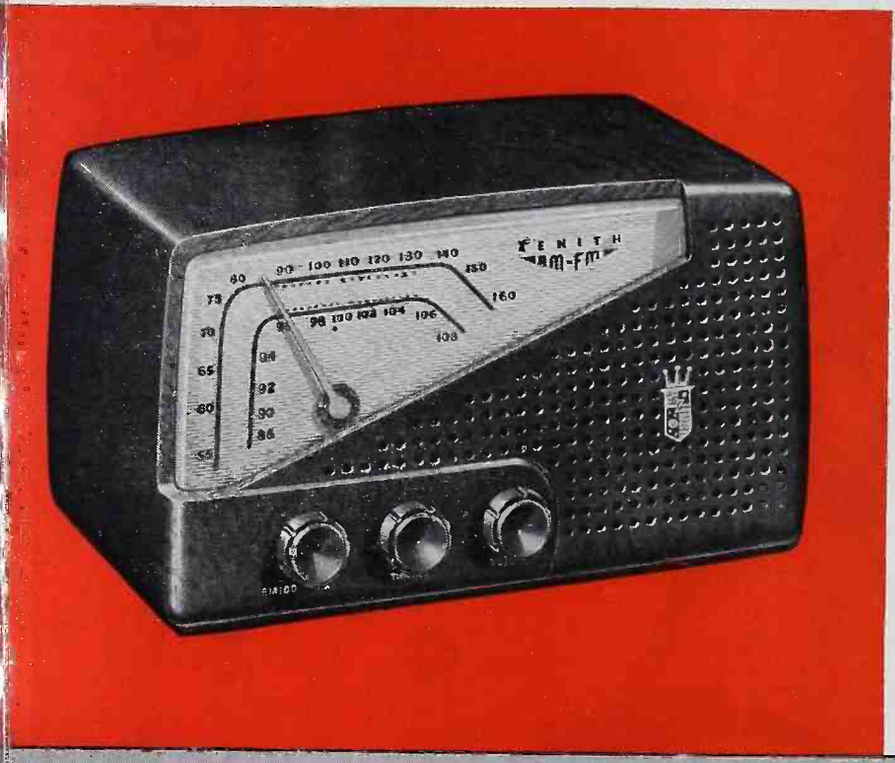
A PLUS value . . . with big, sales features. "Flexo-Grip" handle, On/Off indicator, handsome "Roman Gold" trim and Broad Range Tone Control. New super-sensitive Zenith-Armstrong FM. Exclusive built-in Wavemagnet and Light-Line FM Antenna. Powerful Alnico "5" Speaker. Beautiful Swirl Walnut plastic cabinet. AC/DC.

$59.95*

*Suggested Retail Price—West Coast prices slightly higher.

w Summer Market

FM-AM Sensations!



New Zenith "MEDALLION"

Priced to move . . . designed to perform. Handsome cabinet of Swirl Walnut plastic. Has the sleek, new "Cut-Away" Dial for easier tuning. Genuine Zenith-Armstrong FM with built-in Wavemagnet and exclusive Light-Line FM antenna. Just plug it in and play. Powerful Alnico "5" Speaker. AC/DC.

$49.95*

ZENITH DISTRIBUTOR RIGHT AWAY

New Zenith "MAJOR"

Most sensational value . . . the most sensitive FM only radio ever offered the public. It's a marvel of power and supersensitivity. DialSpeaker. Big 270° dial gives added station separation for easier tuning. Built-in Wavemagnet and exclusive Light-Line FM Antenna. Just "plug-in" and play. Superb, rich, clear tone. Attractive Swirl Walnut plastic cabinet. AC/DC.

$39.95*

Prices subject to change without notice.



CALDWELL-CLEMENTS, INC.
Publishers also of TELE-TECH

The "Champion" of Long Range FM Reception



The New Zenith
"SUPER-SYMPHONY"
Only $79.95
Suggested Retail Price

Order the "SUPER-SYMPHONY" from Your Zenith Distributor at Once!

• Truly the ultimate in FM reception . . . it's Zenith's most sensitive, most powerful and definitely the most beautiful FM receiver.

The new *super-sensitive* circuit as perfected by Zenith assures you clear, static-free reception . . . day or night, even in the worst storm. It's the same *genuine* Zenith-Armstrong FM that leading FM stations use to check the quality of their own broadcasts.

There's quick, "wide-angle" tuning too . . . with the giant, easy-to-read DialSpeaker which also permits the use of the large Zenith-built 7½ inch Alnico "5" Speaker. Zenith's famous Wavemagnet* for AM and patented Light-Line FM Antenna are both a part of the radio. And for extra convenience . . . the Super-Symphony has the smart, new "Flexo-Grip" handle for easier carrying.

Yes, this set has been repeatedly acclaimed by independent laboratories as the finest FM-AM table radio. So focus your customers' attention on the enjoyment of FM listening . . . and the beauty of all Zenith FM sets, the Super-Symphony. Demonstrate the super-sensitivity and performance of Zenith FM sets. They're priced to sell . . . in *your* FM market.

ZENITH
REG. U.S. PAT. OFF.
•LONG DISTANCE• RADIO and TELEVISION
THE ROYALTY OF RADIO

ZENITH RADIO CORPORATION, CHICAGO 39, ILLINOIS

RADIO & TELEVISION RETAILING

Including "RADIO & TELEVISION," "RADIO & TELEVISION TODAY," and "ELECTRICAL RETAILING"

•

ORESTES H. CALDWELL
Editorial Director

•

M. CLEMENTS
Publisher

•

JOHN L. STOUTENBURGH
Executive Editor
EDWARD A. CAMPBELL
Technical Editor
JOHN G. McGEOY
Assistant Editor
CHARLES F. DREYER
Art Director

•

BUSINESS DEPARTMENT
M. H. NEWTON
Sales Manager
HOWARD A. REED
Asst. Sales Mgr.
EDWIN WEISL, JR.
District Manager
A. O'ROURKE
Production Supervisor
N. McALLISTER
Director, Reader Service

•

BRANCH OFFICE
CHICAGO 6
S. M. GASKINS, Western Manager
201 N. Wells St., Randolph 6-9225

•

CIRCULATION DEPARTMENT
B. V. SPINETTA
Circulation Director

•

W. W. SWIGERT
Credit Manager

•

RADIO & TELEVISION RETAILING *
uly, 1950, Vol. 52, No. 1. 35 cents copy. Published monthly by Caldwell-llements, Inc., Publication Office 1309 oble St., Philadelphia 23, Pa. Editorial, dvertising and Executive Offices, 480 exington Ave., New York 17, N. Y. PL. -7880. M. Clements, President; Orestes . Caldwell, Treasurer. Subscription rates nited States and U. S. Possessions $2.00 r one year, $3.00 for two years $4.00 for ree years. Canada $3.00 for one year, .00 for two years, $5.00 for three years. an American Countries $4.00 for one year, .00 for two years, $6.00 for three years. l other countries $5.00 for one year, 7.50 for two years, $10.00 for three years. rinted in U.S.A. Entered as second class atter February 21, 1949, at the Post ffice at Philadelphia, Pa., under the act March 3, 1879.

*Trade-Mark Reg U. S. Pat. Off.
Copyright 1950 by

CALDWELL-CLEMENTS, Inc.
Publishers also of TELE-TECH

IN THIS ISSUE *JULY, 1950*

PART ONE

★ AM, FM, Television

COVER — The Biggest Show on Earth
WHAT'S AHEAD — In Radio, Appliances, Records and Television 33, 34, 35
1950 MUSIC INDUSTRY TRADE SHOW 38, 39
HOT WEATHER SHOWROOMS, SHOW WINDOWS 44, 45
DEALER ACTIVITIES ACROSS THE U.S.A. 40, 41
SELL A COMPLETE RADIO — WITH FM 42
STATE OF THE RADIO, TV, RECORD MARKET 12
LATEST RADIO AND TELEVISION MODELS 48, 50, 74
IT PAYS TO QUALIFY TV CUSTOMERS 36
SELL MORE RECORDERS 56

★ Records, Phonographs, Accessories

GREATER SUMMER DISC SALES 46, 47
STATE OF THE MARKET 12
News of the Industry ..... **begins on page** 72

★ Electrical Appliances

NEW APPLIANCE PRODUCTS 54
APPLIANCES IN THE SUMMER SHOW-WINDOW 44, 45
DEALER ACTIVITIES ACROSS THE U.S.A. 40, 41

★ Servicing and Sound

SERVICING OSCILLATORS 64, 65
BATTERY REPLACEMENT CHART 66, 67
TECHNICAL NEW PRODUCTS 68, 70

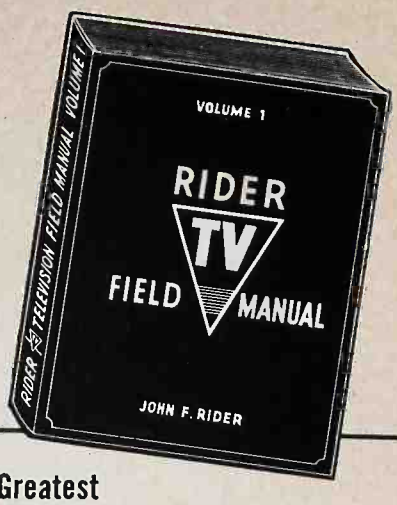
PART TWO—FM COVERAGE AREAS

Photo Credits
Brown Brothers ..... *Cover, and page 39*

★ RADIO-FM & Television | ELECTRICAL APPLIANCES | RECORDS | SERVICE & SOUND
4 retailing magazines in one

CALDWELL-CLEMENTS, INC.
480 LEXINGTON AVE., NEW YORK, N. Y.

COMING SOON!



In Answer To Requests From The TV Servicing Industry!

RIDER TV FIELD MANUAL

A New Type of RIDER Manual Designed Specifically For Light TV Servicing in the Home

Here, at last, is the "on the job" servicing Manual that you asked for... a companion volume to the regular RIDER TV MANUALS which are intended for shop use. The RIDER TV FIELD MANUAL is accurate, authoritative... with information DIRECT from the manufacturers themselves. The coverage includes all production runs... not just pilot models.

Everything you need for *light* TV servicing in the home will be found in the RIDER TV FIELD MANUAL. It covers views and functions of tubes, pre-set controls, key-voltage points, crt socket designations, i-f trimmer locations... and all the other data needed by the TV man in the field.

TV receiver coverage will be completed up to approximately June, 1950. AND PRICE WILL BE RIGHT. Don't be misled into buying substitutes. Place your order now with your jobber for the RIDER TV FIELD MANUAL.



The Greatest TV Servicing Manual Ever Published!

RIDER TV MANUAL VOLUME 4

Complete coverage from October, 1949 through February, 1950. 494 models. 235 chassis... the greatest collection ever assembled in one handy volume. Authentic, Accurate, Factory-Authorized. New, Larger page size, 12" x 15" and all pages filed in place. Giant pages have only one fold for extra convenience and greater durability. Equivalent of 2296 pages (8½ x11) PLUS Cumulative Index Volumes 1, 2, 3, 4 ...and "HOW IT WORKS" BOOK. All for only **$21.00**

RIDER TV MANUAL Vol. 3...74 manufacturers, 441 models, 243 chassis. Page size, 12" x 15". Equivalent of 2032 pages (8½ x 11) PLUS Cumulative Index Volumes 1, 2, and 3... and "HOW IT WORKS" Book. $21.00

RIDER TV MANUAL Vol. 2... Complete coverage to January, 1949. 67 manufacturers. Page size, 12" x 15" (June delivery). Contains all data formerly in 8½ x 11 size, plus Cumulative Index Volumes 1 and 2... and "HOW IT WORKS" Book. $21.00

RIDER TV MANUAL Vol. 1... Coverage up to early 1948. 34 manufacturers. Equivalent of 2000 poges (8½ x 11) Plus Index and "HOW IT WORKS" Book. $18.00

Another Great RIDER Servicing "Must!"

RIDER MANUAL Vol. XX



Do a better, more satisfactory job... insure repeat business... make a larger net profit. Get RIDER MANUAL Volume XX. Complete coverage up to November, 1949—AM-FM, Radio, Auto Receivers, Record Changers. Products of 74 manufacturers. All pages and double spreads filed in proper positions.

1776 Pages... Plus Separate "How It Works" Book, and Cumulative Index, Volumes XVI to XX. ONLY..... $18.00

RIDER MANUALS

Television Manual Volume 4 (Plus "How It Works" Book and Index)	$21.00
Television Manual Volume 3 (Plus "How It Works" Book and Index)	$21.00
Television Manual Volume 2 June delivery—in new, larger page size, 12" x 15". (Plus "How It Works" Book and Index)	$21.00
Television Manual Volume 1 (Plus "How It Works" Book and Index)	$18.00
Volume XX	$18.00
Volume XIX	$19.80
Volume XVIII	$19.80
Volume XVII	$16.50
Volume XVI	$ 8.40
Volume XV	$19.80
Volume XIV to VII (each vol.)	$16.50
Volume VI	$12.50
Abridged Manuals I to V (one volume)	$19.80
Master Index, Covering Manuals, Vols. I to XV	$ 1.50

PA Equipment Manual, Vol. 1....$18.00

NOTE: Are you receiving your copy of "Successful Servicing"? It's Rider's own publication of interest to every Serviceman. **Write for it... it's FREE!**

NOTE: The Mallory TV Service Encyclopedia, 1st TV Edition, makes reference to only one source of TV receiver schematics—Rider TV Manuals.

NOTE: The Mallory Radio Service Encyclopedia, 6th Edition, makes reference to only one source of radio receiver schematics—Rider Manuals.

NOTE: The C-D Capacitor Manual for Radio Servicing, 1948 Edition No. 4, makes reference to only one source of receiver schematics—Rider Manuals.

JOHN F. RIDER PUBLISHER, Inc., 480 Canal Street, New York 13, N. Y. • Export Agent: Rocke International Corp., 13 East 40th St., N. Y. C., Cable, ARLAB.

RIDER MANUALS *mean* SUCCESSFUL SERVICING

"SET" TO STEAL THE SHOW . . .

Sylvania's Pace-Setting 1950 Television Receivers!

"Any way you look at them"—THE QUALITY CHOICE



"MOVIE-CLEAR" PICTURES

- Rectangular new "Mellow-Tone" picture tube for non-glare viewing.
- Super-power high voltage beam produces brighter pictures.
- "Triple Lock" prevents tumble, fall and drift. Once tuned, set needs no further adjusting.
- Increased sensitivity, both on built-in antenna and on outside installations. Better reception in fringe areas.
- Only two front controls for easy operation.
- Complete 12-channel station coverage.
- Rock-steady pictures; minimum interference.

"STUDIO-CLEAR" SOUND

- "Intercarrier Sound" circuit interlocks picture and sound.
- Volume and quality automatically maintained when you switch channels.
- FM high-fidelity circuits.
- "Tone-Matched" speaker.
- Wide audio range reproduces "highs" and "lows" with broadcast fidelity.
- Easy tuning; automatic interference rejection.

"ADVANCED STYLING"

- Styled with a modern flair and traditional integrity by Sundberg-Ferar and Cedric Millspaugh.
- Custom quality cabinet work.
- Hand-rubbed finish in mahogany and other fine woods, with richly laminated fronts on selected models.
- Generously spaced chamber enhances "Studio-Clear" speaker quality and provides for cool-running chassis.
- Light-up tuning knobs on de luxe models; "Tel-Tale" light gives signal when any unit of a combination is operating.
- Exclusive "picture framing" motif enhances wide-angle viewing for all the family.
- Dust-sealed picture tube on all models.
- Special hardware of silver or bronze finish, style-matched to the receiver.

NATIONAL ASSOCIATION OF MUSIC MERCHANTS

JULY 10 through 14

Suite 681-682
Palmer House, Chicago

(a valuable opportunity extended to each visitor)

*TRADEMARK

SYLVANIA MOVIE CLEAR* TELEVISION

SYLVANIA ELECTRIC PRODUCTS INC.
RADIO & TELEVISION DIVISION
254 Rano Street, Buffalo 7, New York



Patric Munsel, renowned opera star

". . . not only do I have a new '288', but my voice instructor does, too. We both feel the benefits of the Webster-Chicago '288' during every lesson and practice session."





Guy Lombardo, famed orchestra leader

"Our new Webster-Chicago '288' records our auditions which we mail to hotel and night club management for 'auditions on wire.' The fidelity and quality of our '288' provides lifelike reproduction."

those on TOP say it's TOPS...

Webster-Chicago's new Electronic Memory "288" has already made recording history. With those who rely on sound—from their voice and music—the new "288" is tops!

The new "288" with its 28 brand new features boasts the exclusive console response sound system. New design in the construction of the sound chamber gives lifelike, faithful sound reproduction—those important highs and lows are retained. Gone is distortion and in its place is unequalled sound fidelity. Here at last is a fine magnetic recorder at home-use price with professional quality!

When you sell Webster-Chicago, you are selling magnetic recording at its very best. U. L. Approved.



Jo Stafford, radio and screen singing star

"Learning new songs and getting the opportunity to listen to myself before going on the air makes my new '288' Electronic Memory indispensable."

Another WC *Product*

WEBSTER-CHICAGO

5610 W. BLOOMINGDALE • CHICAGO 39

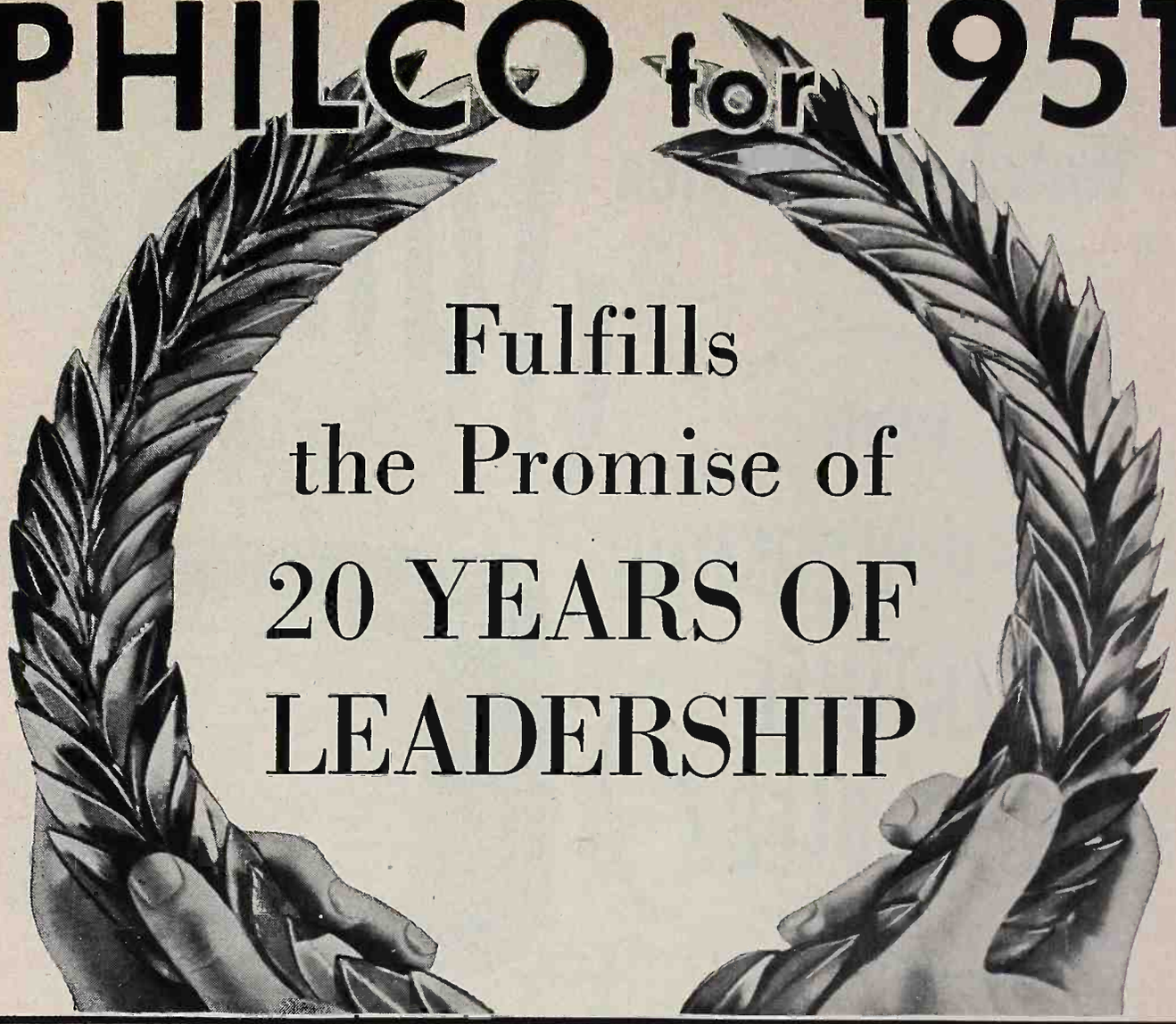
Electronic Memory the *ultimate in magnetic recording*



Lanny Ross, radio and night club favorite

"My new '288' enables me to quickly decide whether or not new songs are suited to my style. With new songs being released every day, my Electronic Memory has become 'standard equipment'."

PHILCO for 1951



Fulfills the Promise of 20 YEARS OF LEADERSHIP

In Television with the line that gives a new beginning, sets a new pattern of progress for the industry. Nothing like it has ever been seen in performance, picture quality, cabinet design and value. It's a triumph of Philco engineering and merchandising leadership that brings *new millions of buyers into the quality television market OVERNIGHT.*

In Radio with a *full* line, a *complete* line that no other manufacturer today can even approach. It's solid from top to bottom with a full range of table models, portables, clock radios and AM-FM sets . . . with table phonographs and radio-phonograph combinations to suit every preference, to match every purse. Yes, the line of the Leader with the look of the Leader!

Get the Full Story from your Philco Distributor of the Sensational Philco Television, Radio and Radio-Phonograph Lines for 1951

Watch your sales Jump!

WITH SUPER-PERFORMING SENTINEL PORTABLES!

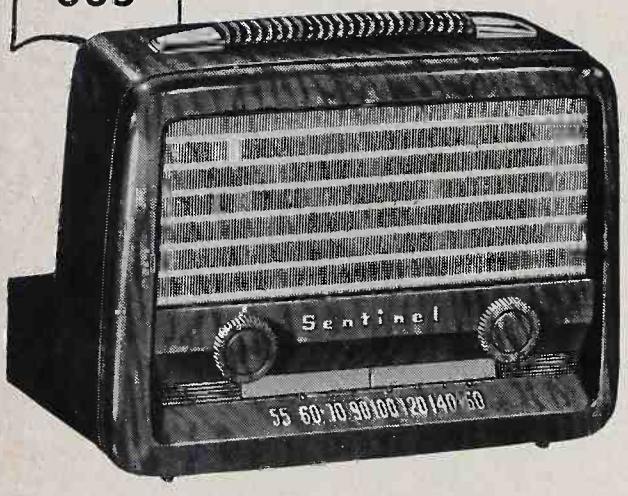
312



3-Gang and Compact!

The "312" Sentinel Portable with 3-gang condenser, gets those far-away stations. *Compact*—truly a "little" giant, easy to carry and easy to tune. *Beautiful* in design. They literally "Sell Themselves" on the super performance that can be demonstrated.

335



Four Exciting Colors!

The "335's" priced for fast sales, in a parade of 4 exotic colors that make sales jump. A diminutive jewel of a set but big, mighty big, in performance. Display these 335's and customers carry them away.

Sentinel

RADIO CORPORATION
Evanston, Ill.



SALES POWER?

"Plenty . . . with the G-E monogram on the job!"

"ANOTHER way to put it is *acceptance.* 'G-E' on my store window, on tube cartons, makes my customers want to buy!" Testimony like this is common when radio-TV servicemen talk shop. They've found — sales have shown them — that it's easy to market a tube product known favorably to millions. Just as *your* income, once you handle General Electric tubes, climbs because your public is pre-sold on G-E quality and value! . . . And you get plenty of help in acquainting prospects with your expert service facilities, as well as with your complete line of G-E tubes. General Electric signs, advertising aids, other attention-getters do an overtime job of bringing business to your door. Your G-E tube distributor will be glad to review for your benefit the folder describing the many colorful, effective, *tested* G-E sales helps, each a signpost along your road to bigger tube profits. See him today! *General Electric Company, Electronics Department, Schenectady 5, New York.*

You can put your confidence in—

GENERAL ELECTRIC

181-JA5

ONE SOURCE for all your tube requirements—metal and glass tubes; miniatures; TV picture tubes in a wide range of sizes and types; also germanium diodes and selenium rectifiers. General Electric's line is complete! G. E.'s list of types includes newest tube designs for new radio-TV receivers! . . . Stock G-E 100-percent, to simplify ordering — to benefit from unit deliveries — to profit from General Electric tube quality and product popularity!

THE BEST LP NEWS SINCE LP ITSELF!

THE NEW COLUMBIA

LP Automatic Changer Attachment is here!



A $32.95 Value That Sells for Only $16.95

Makes a modern, up-to-the-minute instrument of any radio, radio-phonograph or TV set!

Plays 7-inch 33⅓ LP Records automatically—twelve hits high!

Plays twelve 10-inch 33⅓ LP Records automatically.

Plays ten 12-inch 33⅓ LP Records automatically.

Plays a mixed selection of ten 10- and 12-inch 33⅓ LP Records automatically.

Up to 4 hours of music at a single loading!

Just What You've Waited For! Just What Your Customers Want! **MODEL 104**

The Model 104 LP Changer Attachment is readily connected to any radio, radio-phonograph or TV set. Neat, compact, sturdy—designed in collaboration with Columbia engineers—it puts the perfect clincher on the "one speed is all you need" idea!

DEMONSTRATE IT—DISPLAY IT—SELL IT!

HERE'S HELP

- Store and Window Displays
- Merchandising Features
- Radio and TV Promotion
- National Magazine Ads
- Publicity Campaign
- Complete Co-op Program

It's An Unbeatable Combination For Sure, Steady Profits—
The Changer That Fits The Records—
The Records That Fit The Music!

COLUMBIA LP RECORDS

Originator of LP Records—One Speed . . . One System—One Record For Everything from a 3-minute Pop Hit To a 50-Minute Symphony

"Columbia," "Masterworks," ◉ and ℗ Trade Marks Reg. U. S. Pat. Off. Marcas Registradas

Starrett

"SHOWPLACE OF THE SHOW"

. . . where *QUALITY* towers above all competition in a *NEW LINE* of extraordinary importance . . . where *PRICES* give America its *BEST VALUES* since the introduction of television . . . where *DISCOUNTS* give distributors and dealers *UNPRECEDENTED OPPORTUNITIES* . . . where once more, you will see that, for *CONSISTENT, UNLIMITED PROFIT*, your future is assured with . . .



Starrett

Opticlear

TELEVISION

with exclusive, scientifically FILM FREED black picture tube, and built-in antenna

CHICAGO MUSIC SHOW
July 10th-13th
PALMER HOUSE
ROOMS 660-661-662

DISTRIBUTORS—YOUR TERRITORY MAY BE AVAILABLE. WIRE NOW!

STARRETT TELEVISION CORP.

601 WEST 26th STREET NEW YORK 1

TELEVISION • AIR CONDITIONERS

OVER 1,000,000 CLOCK-RADIOS in use!

More than all other makes combined

THE General Electric Clock-Radio outsells all other makes combined because it's the world's most useful radio! When you push the G-E Clock-Radio you're pushing the most popular radio the industry has ever known! Doesn't it make sense—dollars and cents—to feature the item more customers want . . . the item that brings more people into *your* store . . . the item that's a year-round seller and traffic builder! With its fistful of outstanding features the G-E Clock-Radio is a natural for every room in the house—living room, kitchen, bedroom, den, rumpus room and porch. That means double and triple sales! To sell the radio that sells faster than any other, call your G-E radio distributor today or write *General Electric Company, Electronics Park, Syracuse, New York.*

You can put your confidence in—

GENERAL





Model 515, above, rich Congo brown. Also in alabaster ivory, Persian red and porcelain white plastic. All at the same low price **$34.95***

Other G-E Clock-Radios from **$29.95***

**Slightly higher West and South*

World's Best Selling Radio!
World's Most Useful Radio!



Turns appliances on or off as wanted!



Hard of hearing? It wakes you by a *light*!



Reminds you of appointments!

ELECTRIC



Fidelitone

LONG LIFE PHONOGRAPH NEEDLES

FROM 50c to $5.00

PERMO, Incorporated

CHICAGO 26,

A Most Important Message to Phonograph Buyers!!

GREETINGS and good buying from "Aim"

HERE IS OUR OFFER . . . by placing your order now on 100 or more phonograph units which may be assorted, you receive a special attractive low price. Pay your bill October 1, 1950. 25 models available, many with UL Approval. Also DC-AC. Kiddy, too! All speeds. Manual—Automatic. Quality parts and construction throughout. 90-day usual RMA guarantee. All new styles!

Write, Wire or Phone George H. Fass, Sales Manager

SEE US AT BOOTHS 53-54 N.A.M.M. SHOW

A 78 RPM or a 3-speed portable to retail at .....$14.95—$17.95

New 1951 Catalog available.

(PRICE RISE ON MOTORS AND PARTS SOON)

AIM INDUSTRIES, INC.

41 UNION SQUARE
NEW YORK 3, N. Y.

"AN AIM PRODUCT IS QUALITY"

State of the MARKET

• Sales of TV sets have been dropping steadily for the past two months, with industry leaders agreeing that the seasonal angle is chiefly responsible, with adjunctory factors contributing to the slump. Business, however, is well ahead of last year, and the duration of the slow-down will be much shorter than the one experienced in 1949. Last year, when the slump came it hit the industry like a ton of bricks. It started early, and lasted a long time. Sales in '50 are bound to more than double those of last year.

No Napping Now

Everybody's talking about what happened last year in the radio-TV-appliance field—how a lusty consumer demand came roaring into an inventory-starved market; how it took seven months to catch up with the wants of the public. Manufacturers vow this won't happen again, but they are producing cautiously, playing close to the vest. Wholesalers and dealers are buying cagily, but this year on the premise that comes September the big rush will be on again.

"Straight" radios, table models and combinations have been selling well, and are in short supply in many sections of the country. Portables, off to a late start in many areas where cold weather and rain prevailed throughout the Spring and early Summer, have picked up much of the lost ground. Quite recently, a marked decline in sales of phonograph records has taken place, with seasonal factors also seen as the cause.

Reports from dealers indicate that in spite of the TV slow-down, those merchants operating in fringe areas are continuing to do a good volume of business, and they see no let-up in the demand. Over the whole picture, the very large outlets in the big cities appear to be feeling the pinch more than the smaller dealerships. This is caused no doubt by the fact that in the large stores, inventories and overhead is higher. Many of the smaller businesses are swamped with profitable service work which helps to carry them over slow sales periods.

Seasonal Slump

Examining the factors causing the TV slump, we find the seasonal one to be outstanding. Much consumer money is being spent on outdoor activities. The family car has been getting a real workout, with operating costs high, and there are vacations, sport clothes and numerous other expense items to eat into the family budget. Important, too, is the fact that people are *thinking* mostly about the outdoor activities,

(*Continued on page* 82)

Sensational new Low Priced TV!

Geared for Summer Promotion!

LET Arvin give your summer sales The Big Lift with these sensational top quality, low priced television models.

These are not ordinary promotion models. They're big performing sets built to Arvin's traditionally high standards of quality . . . with no servicing headaches. Outstanding features include: No-Glare "Black" tube . . . 92 sq. in. of undistorted picture . . . simplified tuning . . . selected hardwood cabinets in luxury mahogany finish . . . service-free electromagnetic circuit . . . straight AC operation for longer tube life. Write, wire or phone your distributor today. Get on the bandwagon now! Ride with Arvin — the fastest growing name in television.

Arvin TV

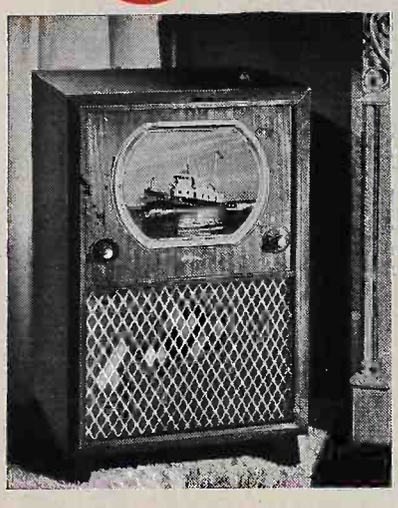
VISIBLE VALUE

You can *see* the difference!



$149.95

Model 2123TM. Leader in any price or value parade! No-Glare "Black" tube. 92 sq. in. of clear, sharp, locked-in picture. Synchro-sound. Velvet Voice tone system. Beautiful mahogany finish cabinet. Matching table extra. It's the TV buy of the year!



$179.95

Model 2126CM. Now! A nationally advertised 12½" "Black" tube console at the price of smaller sets! Every big wanted Arvin feature. Beautiful classic lines, luxury mahogany finish, tasteful appointments. Not to be confused with ordinary television—this is a real big-performing Arvin! Order now for top summer sales.



$279.95

Model 2124CCM. Best combination buy in the industry! Radio-phonograph-television in a stunning mahogany finished cabinet. 12½" No-Glare "Black" tube. Intermix automatic record changer. Plays 33, 45 and 70 RPM records. Shuts off after last play. Big performing quality Arvin Velvet Voice Radio. See it, hear it, order it today.

Arvin—Fastest growing name in television!

Arvin Industries, Inc.

Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

DYNAVOX *Quality*

The ★ ★ ★ ★ Smash Hit of the Show!



AUTOMATIC 3 SPEEDS, 3-tubes, plays 7", 10" or 12" records, 6½" speaker, plywood case covered with DuPont Fabricoid, bound in genuine leather with leather handle, solid brass locks and hardware. **Model 430**



3-SPEEDS, 3 tubes, tone & volume controls, covered in two-tone DuPont Fabricoid, various colors. **Model 931**



YOUR 3-SPEED SALES LEADER! 2-tubes, volume & tone controls, 5" speaker, colorful Fabricoid covers. **Model 920**



POPULAR PRICED, 2-tubes, volume & tone controls 5" speaker assortment of simulated two-tone leather coverings. **Model 901**



3-SPEED TRANSCRIPTION PLAYER for large gatherings. 4-tubes, 8" speaker, plays 7", 10" 12" & 16" transcriptions. Microphone jack. Plywood case covered with DuPont Fabricoid, bound in genuine leather. **Model TP-101**



LOW PRICED for volume sales! 2-tubes, 5" speaker, covered with Fabricoid of various colors. **Model X-1-C**

DYNAVOX Quality, a skill perfected since 1936, proves that fine portables need not cost more than ordinary phonographs. See it! Hear it! The complete new line for 1950-51—Room 650—Palmer House.

Sales Representatives and Distributors are invited to request a copy of the new DYNAVOX catalog, and to inquire about the availability of a few remaining territories.

Dynavox CORPORATION

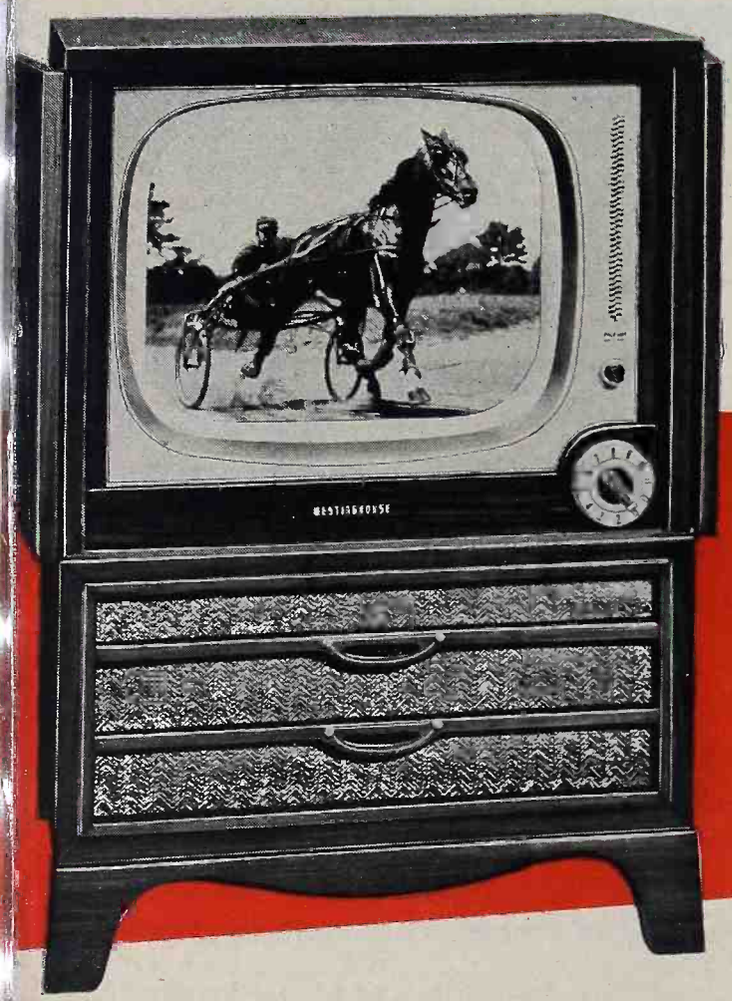
40-05 TWENTY-FIRST STREET • LONG ISLAND CITY 1, NEW YORK

You Can Bank ON Westinghouse



NEW FALL Television and Radio Lines

for continuing profits



Look over these new lines . . . your Westinghouse distributor has them. Talk over the policies which guide the expanding Westinghouse Television program. You will find more than the solidity of the vast resources behind a great name and reputation. You will find dealers' lines geared to steady day-to-day sales with competitively priced models in all popular brackets.

NEW STYLES! NEW PRICES! **NEW CONSUMER VALUES!** **NEW SALES FEATURES!**

The Sutton: 624T16

Destined for leadership popularity in the new market. 16-inch rectangular tube, high-performance chassis in a brand new modern cabinet in high-polish mahogany color. Full complement of new Westinghouse features.



The Copleigh: 631K19

Luxury 19-inch rectangular tube console . . . Regency mahogany in fine-furniture tradition. New features, high-definition picture, rich rainbow tone through the big 12-inch Concert Speaker.

THESE AND OTHER NEW FALL TELEVISION AND RADIO SETS NOW AVAILABLE

SEE THE 1950 FALL TELEVISION AND RADIO LINES
AT THE MUSIC SHOW, CHICAGO
ROOMS 638 AND 639, THE PALMER HOUSE

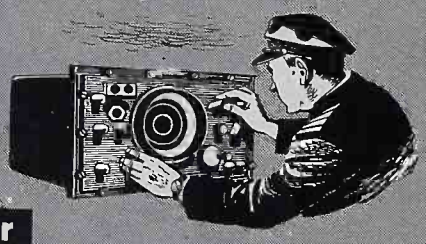
YOU CAN BE SURE...IF IT'S Westinghouse

WESTINGHOUSE ELECTRIC CORPORATION · TELEVISION-RADIO DIVISION · SUNBURY, PA.

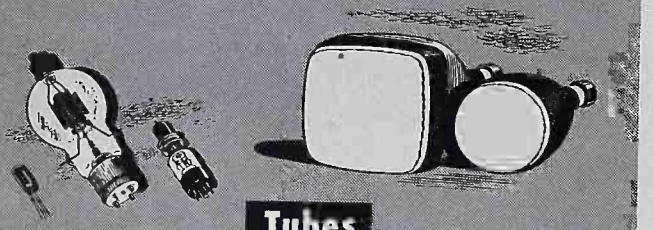
RAYTHEON MEANS

with this new
that is dependably built

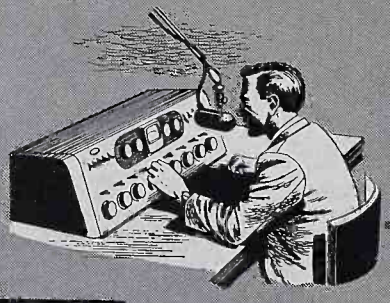
Only RAYTHEON Television gives you all this PROOF of DEPENDABILITY!



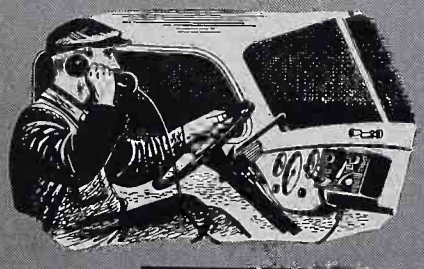
Radar



Tubes



Radio and Broadcasting Equip.



2-Way Radiophone

PROOF!

Look at These Electronic Devices Made by RAYTHEON—leader in electronics for 25 years!

Radar—Raytheon revolutionized the making of radar.

Broadcasting Equipment—Raytheon produces TV and radio broadcasting equipment.

Radio—Raytheon engineers made possible the *first* house current radios.

Tubes—Raytheon pioneered in cathode ray, subminiature and other electronic tubes.

2-Way Radiophone—Raytheon is a leading maker of this electronic device.

PLUS

THIS EXTRA PROOF of DEPENDABILITY

PROOF! Guaranteed by Good Housekeeping — Backed by famous Good Housekeeping Guaranty Seal.

PROOF! WARRANTY — Backed by the most liberal one year parts and picture tube warranty.

PROOF! UL — Backed by Underwriters' Laboratories Seal.

. . . IT ALL ADDS UP TO

BUSINESS

1951 television line for dependable performance!



A New Line Consumers Will Like!

Here are just a few of the exciting new 1951 Raytheon television line that can mean big profits for you! Check the availability of these models with your distributor. They have extra sales appeal that means fast turnover—and they're priced to sell! This new, compact line includes table, console and combination models . . . mahogany and limed oak styles. And Raytheon's generous discount on them means *big profits for you!*



Backed by Aggressive Promotion!

More and more TV shoppers right in your territory will be seeing and hearing about Raytheon. National advertising—*plus* hard-hitting merchandising—*plus* local advertising will all make your job of selling Raytheon easier.



Don't Miss Out!

Discover the profits in store for you with this new 1951 Raytheon line. Find out how it can zoom your TV business now! For complete information, contact your Raytheon distributor or write us today.

BELMONT RADIO CORPORATION
5921 W. DICKENS AVE., CHICAGO 39, ILL.
Subsidiary of
RAYTHEON MANUFACTURING CO.

BIGGER PROFITS FOR YOU

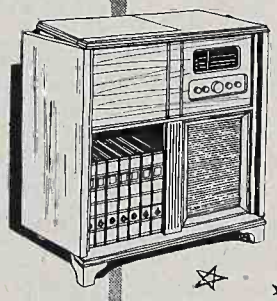
the SCOTT "distinguished dealer" franchise protects you!

sell SCOTT . . the world's finest in radio and television!

Scott Dealers belong to a distinguished dealer organization. Their stores are headquarters for the world's finest radio and television receivers! And Scott Dealers are protected by a retail mark-up that provides a *good* margin of profit.

Scott will maintain a distinguished dealer organization by continuing to offer superior selling advantages to those select dealers who meet Scott's high standards.

Although the number of Scott dealerships must of necessity be limited, there are a few franchises available! Write for details about the Scott franchise today.



The Scott KENILWORTH at $398.50 Retail. Triple speed automatic phonograph—AM-FM radio. Hand-rubbed dark mahogany cabinet, two full-length doors.

SCOTT

Scott Radio Laboratories, Incorporated
4541 N. Ravenswood Avenue
Chicago 40, Illinois

YOUR TOP SALES TAGS FOR 1950 !

Duosonic LONG PLAYING PHONOGRAPHS

Model 102

3-speed phonograph

(MODEL 202 U.L. APPROVED)



Luggage type case covered in handsome brown simulated wide grain alligator • Precision 3-speed motor with a calibrated selector switch • Single All-purpose All-speed permanent needle inserted in a featherweight tone arm • Powerful amplifier with matched Alnico "V" super powered speaker • Baked hammertone motor board • NO shock hazard • Size: 12½" x 10" x 4¾" • Shipping weight: 10 lbs.

MODEL 100
Single Speed Phonograph
(Model 200 U.L. Approved)

Model 103

3-speed phonograph

(MODEL 203 U.L. APPROVED)



A new design in portable phonographs — fine morrocan grained leatherette—gold embossed—heavily plated hardware • Scientifically designed high quality amplifier with matched Alnico "V" dynamic speaker — finely balanced featherweight tone arm—gold finished—employing a single All-purpose, All-speed permanent needle • Heavy duty precision 3-speed motor • Volume control and tone control • Hammertone baked finish motor panel • NO shock hazard • Size: 14½" x 12" x 5" • Shipping weight: 10 lbs.

Model P.C. 26A

(3-speed automatic radio-phonograph combination)



A fully automatic 3-speed Radio-Phonograph combination . . . plays all types (33 1/3-45-78 R.P.M.), and all sizes up to 12" • Portable, handsomely bound with genuine leather • comes with locks and keys • 5-tube Superheterodyne • superb tonal qualities • super powered 5" Alnico speaker • automatic volume control • built in loop antenna • Size: 18¾" x 15¾" x 8¾" • Shipping weight: 24 lbs.

Model 106

De Luxe 3-speed phonograph

(MODEL 206 U.L. APPROVED)



High fidelity amplifier having superb tone qualities—2 amplifier tubes plus rectifier • Featherweight pick-up arm finished in gold employing a precision ground universal All-purpose. All-speed permanent needle • Full range separate tone and volume controls • Plays up to 12" records with lid closed • Super powered Alnico "V" speaker • Heavy duty precision 3-speed motor with selector switch • NO shock hazard • Size 14¼" x 13¾" x 7¼" • Shipping weight: 12 lbs.

MODEL 107: De Luxe 3-Speed Phonograph Employing Dual Needles.
Model 207 U.L. Approved

Model 104

De Luxe 3-speed phonograph

(MODEL 204 U.L. APPROVED)



Handsomely styled cabinet covered with simulated leather covering—stripped with plastic piping—choice of either suntan rawhide or copper-tone cowhide • Featherweight pick-up arm finished in gold employing a precision ground universal All-purpose, All-speed permanent needle • Extra powerful amplifier using 2-amplifier tubes plus rectifier • Separate full-range tone and volume controls • Super powered Alnico "V" speaker • Heavy duty precision 3-speed motor with selector switch • NO shock hazard • Size: 14½" x 12" x 5½" • Shipping weight: 12 lbs.

MODEL 105 De Luxe 3-Speed Phonograph Employing Dual Needles.
Model 205 U.L. Approved.

Model 117

3-speed automatic

(MODEL 217 U.L. APPROVED)



A remarkable instrument — the last word in desirability for the music lover—beautifully designed in handsome simulated leather finished — comes with lock and key • A truly high quality amplifier • Separate volume control—full range tone control • A precision engineered record-changer that plays all sizes—all speeds with amazing ease of operation • Fool-proof in performance • Plays up to 12 records at one loading • Size: 9" x 14½" x 16¾" • Shipping weight: 23½ lbs

NATIONALLY ADVERTISED IN:

RADIO & TELEVISION JOURNAL • RADIO & TELEVISION RETAILING
RECORD RETAILING • JOBBER NEWS • WESTERN RADIO & APPLIANCE
RADIO & TELEVISION WEEKLY • MUSICAL MERCHANDISE

Prices range from $17.95 to $79.95 List

OTHER MODELS AVAILABLE

Distributors and Dealers! Some valuable franchised territories are still available. Address all inquiries to Dept. TRD 5

SONIC INDUSTRIES, INC.

Manufacturers of SUPER SONIC TV + FM AMPLIFIERS

221 WEST 17th STREET • NEW YORK 11, N. Y.

Every youngster in your town is a prospect!•

Arvin

HOPALONG CASSIDY Radio



William Boyd as Hopalong Cassidy, idol of millions of children!



Shatterproof!

$16.95

Designed to comply with Underwriters' requirements

- **with Lariatenna!**
- **Colors: Red or Black cabinets with Silver trim.**

Cash in on the nation-wide popularity of Hopalong Cassidy! Sell the brand new Hopalong Cassidy Radio —exclusive with Arvin—to all the Hopalong fans in your community! It's a full-size set—not a toy. Four tubes including rectifier, automatic volume control, dependable AC/DC superhet circuit with amazing range and tone. Backed by national advertising and smashing point-of-sale promotion to help you round up business. Not a minute to lose! Sets available in August. Order from your Arvin Distributor now!

Television and Radio Division

Arvin Industries, Inc.

Columbus, Indiana

(Formerly Noblitt-Sparks Industries, Inc.)

Free Promotion Kit!





with every order for 12 sets

- **Commanding Window Streamers**
- **Colorful Window Display**
- **Newspaper Ad Mats**
- **Radio and TV Spots**
- **Also available—Hopalong Cassidy Giveaways and Crowd Pullers**

Promotion Time Table

July—Announcement to the Trade

August—Shipment of Sets begins

September—Powerful 2-color ad in September 11 issue of LIFE magazine—25 million readers!

ANNOUNCING

TRAD TELEVISION CONSOLES

FOR THE CONSUMER MARKET

Now for the first time
Trouble-free engineered television
Realistically priced for volume!

16 INCH CONSOLE . . $229.50
19 INCH CONSOLE . . $299.50

Cabinets of beautiful hand-rubbed mahogany

DISTRIBUTORS NOW BEING SELECTED
INVESTIGATE IMMEDIATELY
FOR CHOICE TERRITORIES

Private label users!
If you want quality at marketable prices, contact Trad.

TRAD is a tradition and an institution in TV . . . for years pioneering the manufacture of large screen commercial television. As you know, the demands of commercial television are the most exacting.

It has long been the aim of TRAD engineers to produce a competitively priced consumer set embodying many of the features of fine commercial television.

Now, it's here. It's better than even TRAD anticipated. The engineers who produce the new TRAD TELEVISION say without reservation:

THERE IS NO TELEVISION AT ANY PRICE THAT CAN BEAT TRAD VALUE, DOLLAR FOR DOLLAR!

Seeing is believing . . . and you see *more* with TRAD TELEVISION. See it now! Or wire or write for details immediately.

Don't miss seeing TRAD TV *at the*
MUSIC CONVENTION
July 10 to July 15
Palmer House, Chicago
Booth 22-23

TRAD TELEVISION CORPORATION
Plant: Asbury Park, New Jersey
ASbury Park 2-7447
Sales: 377 Fourth Ave., New York, N. Y.
MUrray Hill 3-9757

NOW...COUNT ON STEELMAN TO RING-UP PROFITS FOR YOU!



No. 515—QUARTET—Portable, 3-speed Phono-Radio Combination. Tone arm with reversible cartridge. 5" Alnico speaker. A star performer, available in 3 distinctive case styles.



No. 395—CONCERTO—Deluxe Portable, Automatic 3-speed Phonograph. "Tops" in beauty and performance.



No. 325—SERENADER—Portable, 3-speed Phonograph. Ultra-smart two-tone case. Proven "best-seller."



No. 555—MAESTRO—Table Model, Automatic, 3-speed Phono-Radio Combination. Magnificent tone reproduction; superb cabinet styling and craftsmanship in rich mahogany veneer.

A BRAND NEW, STREAMLINED PLANT...running full blast...an operation second-to-none in modern efficiency!

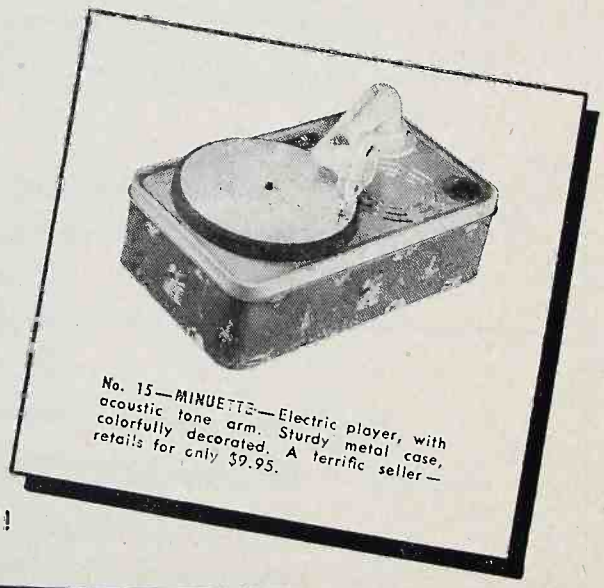
TOP-FLIGHT ENGINEERS, STYLISTS AND CRAFTSMEN...headed by Maurice Steelman, Jerry Herold and Roland Kalb!

A COMPREHENSIVE LINE THAT INCLUDES every type of instrument...phonographs, record changers, radio-phono combinations, automatics, table models and portables...and children's models...in all speeds and featuring every electronic improvement!

A PRICE POLICY THAT MEANS FAST SELLING, FOR STEADY PROFITS...the best deal in the country for distributors and their dealers! Retail prices range from $9.95!

A QUALITY STANDARD THAT PAYS OFF IN CUSTOMER-LOYALTY...model for model, dollar for dollar, STEELMAN IS YOUR TOP CHOICE PLAYER LINE from NOW ON!

WATCH STEELMAN "STEAL THE SHOW" at the Chicago MUSIC SHOW July 10th-13th Don't miss Booth #72



No. 15—MINUETTE—Electric player, with acoustic tone arm. Sturdy metal case, colorfully decorated. A terrific seller—retails for only $9.95.

Attention! DISTRIBUTORS!

Send now for catalog and profit-packed "deal"!

STEELMAN PHONOGRAPH AND RADIO CO., INC.

742 EAST TREMONT AVENUE, BRONX 57, N. Y.

Steelman—"America's oldest maker of electronic phonographs exclusively"



You need just ONE fast-moving horse to win a race!

You need just ONE brand to CINCH BIG BATTERY BUSINESS!

Profit-conscious dealers follow this principle to simplify inventory, cut overhead costs and build big battery business. They know from experience that famous "Eveready" batteries are the *most widely preferred*...the *most widely advertised* brand in the world! "Eveready" batteries give long, satisfactory playing in any radio. Use this one *complete* line to step up turnover, bring big profits for your store!



The terms "Eveready", "Nine Lives" and the Cat Symbol are trade-marks of

NATIONAL CARBON DIVISION
UNION CARBIDE AND CARBON CORPORATION
30 East 42nd Street, New York 17, N. Y.
District Sales Offices: Atlanta, Chicago, Dallas, Kansas City, New York, Pittsburgh, San Francisco

"BATTERY-ENGINEERED BY BATTERY MANUFACTURERS FOR BEST BATTERY PERFORMANCE!"

"EVEREADY"
BRAND
THE BATTERY WITH
"NINE LIVES"



The demand for Revere is here!

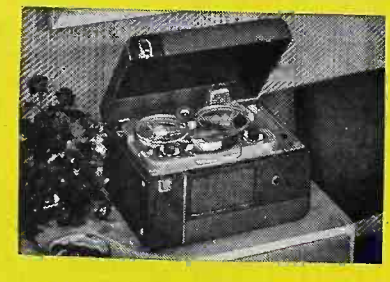
Practically everyone is a prospect for a Revere Recorder. In homes, schools, churches, clubs and offices there are valuable uses for Revere. Now, at modest cost, your customers can enjoy high fidelity sound reproduction that is clear as life. Recordings are permanent, or may be erased automatically when tape is re-used. Every reel holds a full hour's recording. Simplified controls make the Revere Recorder easy to operate. You'll sell it on sight as well as sound! A gleaming beauty in rich shades of brown and satiny gold, its eye appeal is outstanding. Write today for complete information about Revere's fine new tape recorders.

REVERE CAMERA COMPANY, CHICAGO 16, ILLINOIS.



Revere
Magnetic Tape
RECORDERS

No other recorder—tape, wire, or disc—offers so much for so little cost



REVERE RECORDER-RADIO COMBINATION

Combines the utility of a tape recorder with the brilliance of a glorious-toned radio. Programs can be recorded from radio by mere turn of a switch—no cords to connect. Powerful circuit for amazing volume. Built-in antenna.

Model TR-200 $199.50 complete



it's the

DU MONT SHOWBOAT

...hottest promotion of the hottest line of merchandising in all Du Mont history!

For months our product engineers have been working in a fine fever. And now they've cooked up a new line of Du Monts that fairly sizzle with sales appeal.

You'll be all steamed up over these great new models and over the colorful and distinctive advertising and sales promotion behind them.

Plan now to get aboard the Du Mont Showboat for a fast ride to teleset sales. See your Du Mont Distributor for details.

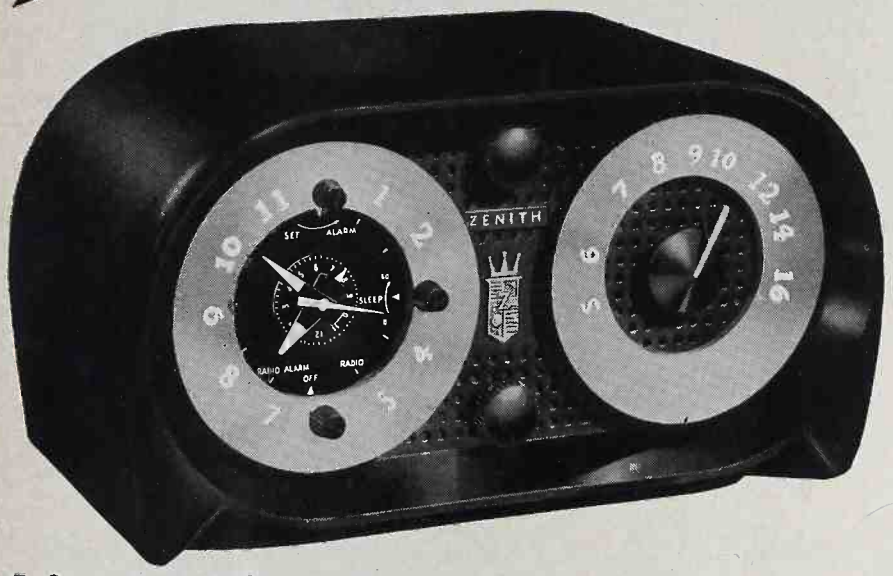
SEE THE NEW DU MONTS
N. A. M. M. Convention
Mezzanine Floor
HOTEL PALMER HOUSE
Chicago, July 10-13

NOW MORE THAN EVER BEFORE... DUMONT

First with the finest in Television

Copyright 1950, Allen B. Du Mont Laboratories, Inc. Television Receiver Division, East Paterson, N. J. and the Du Mont Television Network, 515 Madison Avenue, New York 22, N. Y.

NOW is the time to cash in on ZENITH'S® sensational CLOCK-RADIO



A FINE RADIO
A HANDSOME CLOCK
A DEPENDABLE ALARM



Sings them to sleep



Wakes them gently



Operates kitchen appliances



Acts as a reminder



Plays superbly—Tells time!

this exciting new beauty is a SELLING SENSATION!

This ingenious new Zenith Clock-Radio is creating more excitement, curiosity and comment than any product you'll see in many a season! And for good reasons, too! There's no end to its uses—in kitchen, bedroom—in any room, it serves in dozens of ways to make living easier and more enjoyable. Provides superb AM listening . . . tells time, even in the dark . . . sings you to sleep . . . wakes you up . . . operates small appliances. Dealer after dealer reports unprecedented demand! Get Zenith's Clock-Radio and get new profits! Your Zenith Distributor has all the details.

A display that RINGS THE BELL!



Shows the Clock-Radio —a few of the many things it will do. Colorful, eye-catching—a sure-fire sales-maker. Available now in limited quantities. Order from your Distributor today. No. R-013.

ZENITH
•LONG DISTANCE• RADIO and TELEVISION
THE ROYALTY OF RADIO AND TELEVISION

ZENITH RADIO CORPORATION
6001 DICKENS AVENUE • CHICAGO 39, ILLINOIS

Thanks...

FOR MAKING THIS MOVE POSSIBLE

WE HAVE MOVED TO OUR GREAT NEW HOME

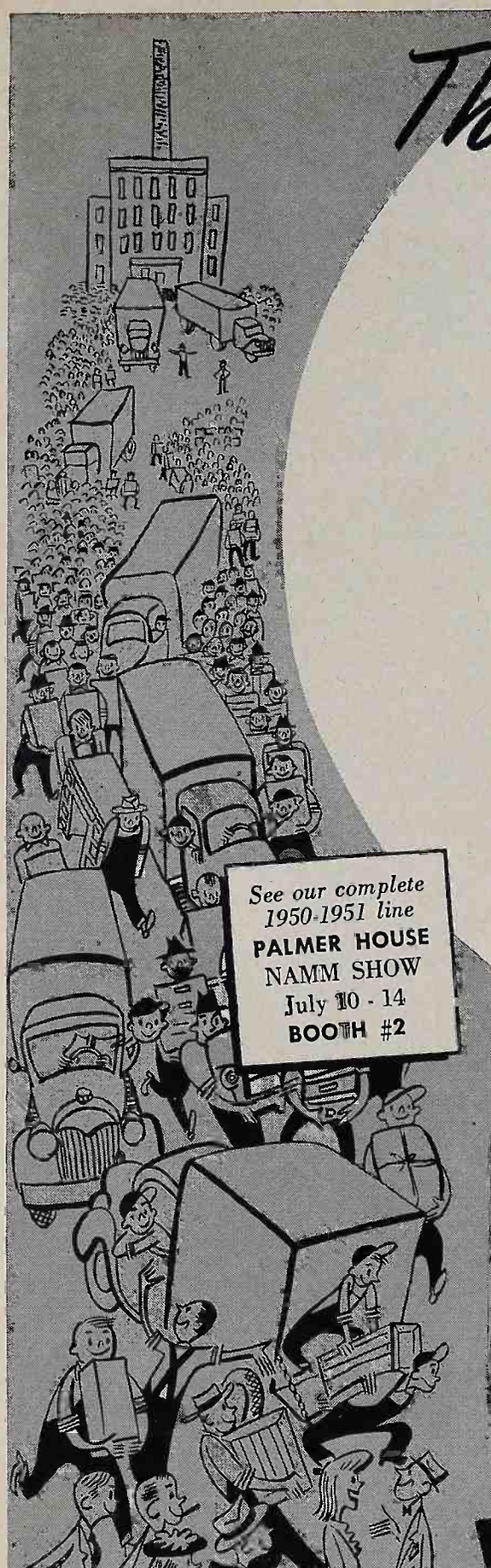
Symphonic

NOW HAS ONE OF THE LARGEST AND FINEST EQUIPPED RADIO AND RECORD PLAYER PLANTS IN THE ENTIRE COUNTRY.

Our sincere thanks to you distributors and your dealers everywhere. As you know, our constant aim over the years has always been to make the best radios and record players on the market for the price. Your acceptance of Symphonic has grown and grown.

Your response to the 1950-51 line is so overwhelming that we had to quadruple our production! Our deepest thanks to you for such a tribute to Symphonic quality. Be assured that we will not let you down. We hope to see you and thank you personally.

M. E. COGAN, *President*



See our complete 1950-1951 line
PALMER HOUSE
NAMM SHOW
July 10 - 14
BOOTH #2



NEW ADDRESS
SYMPHONIC RADIO & ELECTRONIC CORP.
160 WASHINGTON ST., NORTH · BOSTON 8, MASS.

Our deepest appreciation to the many suppliers whose quality materials, friendliness and cooperation have been indispensable to our progress.



CONTEMPORARY AM-FM radio, 3-speed record changer, **$269.50**

Magnavox Positive Price Protection

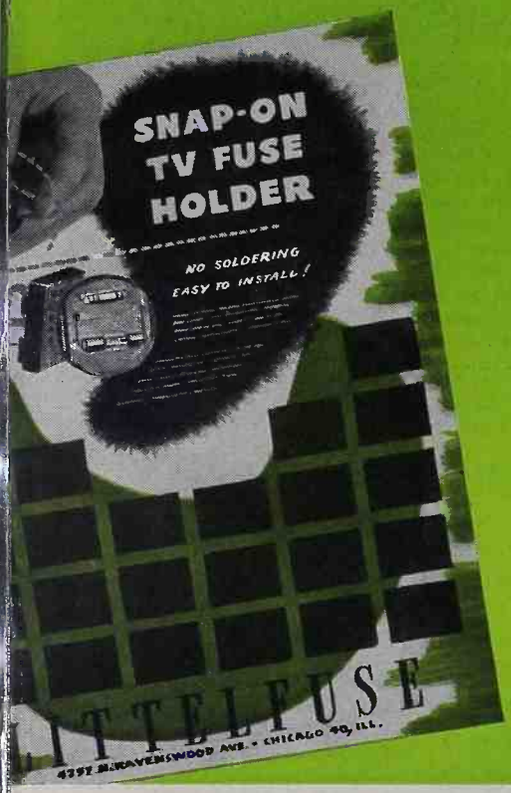
Safeguards Against Unfair Profit Cutting

DEALERS enjoy television's brightest profit picture with Magnavox. For rigid enforcement of Magnavox prices, fair traded where permitted by law, assures rightful markups. Magnavox selects only a few dealers in each market, and they sell Magnavox television-radio-phonographs on a direct-from-factory basis.

• You are cordially invited to visit the Magnavox Exhibit at the N. A. M. M. Convention
The Palmer House, Chicago, Room 18
July 10-14

The Magnavox Company, Fort Wayne 4, Indiana

NAP-ON TV FUSE HOLDER!



DEAL NUMBER 1

Snap-on fuse holder for quick, easy replacement of TV pigtail fuses. Snap one side of holder on blown pigtail fuse in set. Snap regular replacement fuses in other side—the job is done. No more cutting out the pigtail. No more messy soldering. No more fuses blown by hot irons. Save time, save work, save the customer's money, and still make big TV profits. Service dealer cost, 15c each.

LITTELFUSE INC.
4757 N. RAVENSWOOD AVE., CHICAGO 40, ILLINOIS

2 TV PROFIT DEALS!

DEAL NUMBER 2

TV fuse kit—10 assorted fuses that service all TV receivers—Admiral, Philco, RCA, Zenith, Emerson, Hallicrafters, etc., etc., etc. The serviceman needs the right fuse in his box—it is in this kit when he needs it. Saves time, saves profit. Service dealer cost, 98c each.

LITTELFUSE INC.
4757 N. RAVENSWOOD AVE., CHICAGO 40, ILLINOIS



TV FUSE KIT

Birch gives you finest quality in portable phonographs

BIRCH MODEL 45 DELUXE



78 RPM. Has 5" heavy duty speaker, 2 tubes, volume and tone controls, 1-piece metal motorboard. 2-tone DuPont Fabrikoid covering.
Suggested retail.....$24.50

MODEL TS451 — Same, but 3-speed model. Single cartridge pick-up.
Suggested retail.....$29.95

MODEL TS452 — Same, but 3-speed model with dual cartridge pick-up.
Suggested retail.....$31.95

BIRCH MODEL 24 DELUXE

Smallest electric portable on the market! Famous Birch quality and workmanship. Has 4" heavy duty speaker, 2 tubes, motor switch and volume control. 2-tone leatherette covering embossed to resemble hand tooling. All metal motorboard finished to match case covering. Assorted colors and toytown combinations. 78 RPM.
Suggested retail.....$19.95



BIRCH MODEL TS34

Plays 33⅓, 45 and 78 RPM records with one arm. Has 5" speaker with heavy magnet; cartridge with 2 permanent needles; 2 tubes and selenium rectifier. Speed is changed by easy-operating motor lever. Alligator grain DuPont Fabrikoid covering on ⅜" basswood frame. Complete with special bushing for hole of 45 RPM record.
Suggested retail.....$34.95



BIRCH MODEL 251



Plays all 3 speeds. 5" heavy magnet speaker, 2 tubes, volume and tone controls. Covered with fine leatherette in blue, red, maroon, or tweed. Rounded edges, plastic handle. Single cartridge.
Suggested retail.....$27.95

MODEL 252—Same, but with dual cartridge pick-up.
Suggested retail.....$29.95

BIRCH MODEL RC52



Automatic 78 RPM changer. Plays 12" or 10" records with lid closed. Has volume, reject, automatic, and manual controls. Covered with DuPont Fabrikoid in alligator or cordoba finish.
Suggested retail.....$42.50

MODEL RCTS — Same, but 3-speed model for 33⅓, 45 and 78 RPM.
Suggested retail.....$59.95

BIRCH MODEL TS35

Plays records of all 3 speeds with lid open or closed. Heavy 5" speaker, dual cartridge pick-up, tone and volume controls, 2 tubes plus selenium rectifier. Built like costly luggage, with DuPont brown alligator, blue alligator, or tan cordoba covering. Matching metal motorboard. Size 16¾" x 13" x 6⅛". Extraordinary tone quality.
Suggested retail.....$39.95



BIRCH MODEL 50M

A hand-wound portable . . . and one of the smartest ever offered! Skillfully engineered sound chamber is responsible for an exceptionally fine tone. Exclusive 1-piece steel motorboard adds to beauty, assures long service. Good-looking 2-tone fabrics on kiln-dried basswood frame. Equipped with snap lock and record album in lid. A year in, year out favorite everywhere.
Suggested retail.....$21.95



BIRCH MODEL ATS-8



Birch engineers "went overboard" in designing this fine automatic 3-speed phonograph. Has 8" heavy duty speaker; 3 tubes; silent changer; "floating" motorboard; polished mahogany motorboard base; new acoustically perfect speaker opening; outside tone and volume controls. Rust, cordoba and alligator coverings. Exceptional fidelity.
Suggested retail.....$69.95

BOETSCH BROTHERS · 221 East 144th Street · New York 51, N. Y.

Visit our complete display at the MUSIC TRADES SHOW—ROOM 603, Palmer House, Chicago—July 10 thru 13.

AN IMPORTANT CHANGE IN MARKETING POLICY PROVIDES A

RARE BUSINESS OPPORTUNITY

FOR A LIMITED NUMBER OF CAPABLE

WHOLESALE DISTRIBUTORS

TO ACQUIRE A VALUABLE FRANCHISE FOR

Freed-Eisemann

16 and 19-INCH TELEVISION CONSOLES

SINCE THE FIRST FREED-EISEMANN TELEVISION CONSOLES were introduced to the industry and the public in New York a year ago, they have achieved a position of leadership among quality television instruments.

This unique status in the most competitive market in the world is not a result of shortages. The stable demand which exists today for these fine instruments is a result of superb television engineering and performance . . . incomparable tone . . . and distinguished furniture styling which is built into every Freed-Eisemann—*and to the extremely competitive retail price at which dealers can offer them to their customers while enjoying a profitable mark-up.*

In our established markets, dealers recognize the benefits of aggressively featuring a line which is so far head of the field in performance, styling and value that it withstands the shifting competitive situation among ordinary television lines. The public, too, accords Freed-Eisemann a universal esteem, most aptly summed up in this significant question coined by Freed-Eisemann owners and friends of Freed-Eisemann owners: "*Is it as good as the Freed-Eisemann*".

Mr. Arthur Freed, president of the organization which manufactures Freed-Eisemann Television Consoles has been associated with engineering and manufacturing of Freed-Eisemann radios, radio-phonographs and electronic devices for more than a quarter of a century. During that time, the Freed-Eisemann name has identified the world's first and finest crystal, neutrodyne and all-electric radios, FM-AM radio-phonograph combinations, educational FM-AM radio receivers . . . and, now, these fabulous television consoles.

Distributing franchises for leading automobiles, major appliances and television lines which were once readily available, are today priceless. *Increased production now enables us to offer wholesale distributing franchises in a few important television markets. It is our modest but realistic prediction that the wholesale franchises we shall grant this year will become extremely valuable.*

We invite inquiries from capable distributors, and offer every assurance that such inquiries will be treated in the utmost confidence. Please write today to Arthur Freed, Freed Radio Corporation, 200 Hudson Street, New York, for a meeting of principals.

Coming to the Music Show? **Don't miss the fabulous Freed-Eisemann 16 and 19 inch Television Consoles in Rooms 683, 684, and 695, The Palmer House.**

Hudson

YOU CAN SEE THE DIFFERENCE—YOU CAN HEAR THE DIFFERENCE

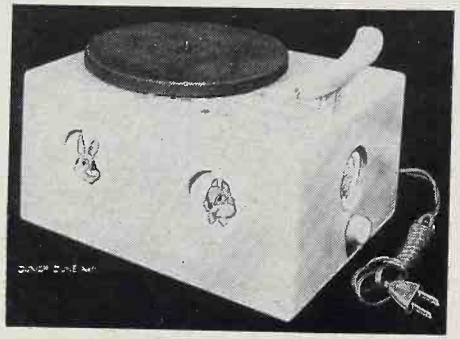
JUNIOR JUKE—year after year the outstanding Juvenile Line—consistent in sales—consistent in quality.



Model 88—78 R.P.M.



Model 10—78 R.P.M.



Model 11—78 R.P.M.

The COMPLETE custom made profit line

Accommodates all sizes of records. Available in all speeds—Single 78 RPM—Three Speed Manuals and Three Speed Automatics. Ask to see the Collectors line—an unusual group—highly styled in Genuine Leather. Every Hudson model is built to the higest standards of quality and comparatively priced.



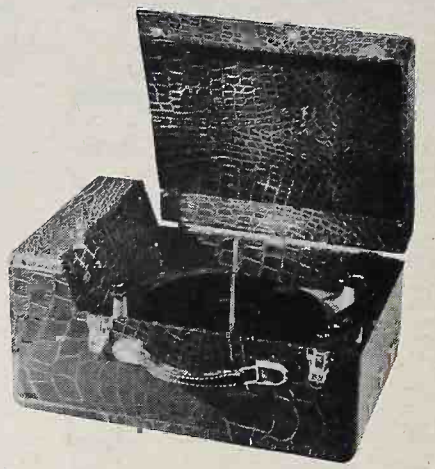
Model 332—3-Speed Manual



Model 347 DeLuxe 3-Speed Manual



Model 30—Single Speed—78 R.P.M.



Model 350—3-Speed Automatic

HUDSON ELECTRONICS
Corporation
Mount Vernon — New York

BOOTH 74
NATIONAL MUSIC SHOW, CHICAGO

Hudson

RADIO & TELEVISION RETAILING

Including "RADIO & TELEVISION," "RADIO & TELEVISION TODAY," and "ELECTRICAL RETAILING"

O. H. CALDWELL, Editorial Director ★ M. CLEMENTS, Publisher

TELEVISION SETS IN USE number 6,600,000 as of July 1. Based on a total of 42 million families in the U.S., this figures to about one to every six families, compared with one in twenty families a year ago. TV stations number 106, with no new ones due in July. Three additional stations are due by the end of the year. These will bring the total to 109, the maximum possible until the end of the "freeze." The following cities may be added to the list of 13 printed last month of those with over 100,000 TV sets in use: Buffalo, Columbus, Ohio, and Minneapolis.

LOOK FOR A TERRIFIC BUSINESS ahead in replacement of radio and TV parts, with manufacturers, wholesalers and dealers participating in a big-volume scale of revenue which will last for many years. Look too, for service departments to double and treble volume between now and the end of 1950.

IT WON'T BE LONG before color broadcasts start in metropolitan centers, but even in such cases plan is to have color on air only a few hours each day, —continuing majority of programs in familiar black-and-white. This will insure satisfaction of present millions of set-owners, while new color-set purchasers have couple of hours daily to enjoy and show off their new color jobs!

IN POLITICS—"Radio, a new way of communications, took the Republicans out of the White House. Possibly the Republicans will call upon television to bring them back into the White House," commented H. L. Hoffman, Pacific Coast manufacturer, addressing group of Wall Street security analysts, New York.

WASHINGTON, D. C., DEALERS BEING FURNISHED with cards, having space for merchant's imprint, to be distributed to consumers in an attempt to cut down unnecessary TV service calls. Cards list seven conditions for owner to check. If trouble is not corrected after the seven simple checks have been made, the customer is asked to call the dealer. Cards were prepared by Washington's Electric Institute.

COLOR-TV SET prices have been predicted over a wide range, with minimum 16-inch sets running from $400 to $800. The latter (and even $1000) has been the estimate of more skeptical. But men behind RCA color job still stand on only a 50% advance over old TV, with $400 as selling price of a minimum 16-inch job.

SIXTH ANNUAL PACIFIC ELECTRONIC EXHIBIT opens in the Long Beach, California, municipal auditorium September 13, for a three-day run. The West Coast IRE convention will be held at the same time. L. W. Howard is chairman of the WCEMA exhibit committee; Heckert Parker is the exhibit manager. Displays will be housed in 136 booths.

RETIRING PRESIDENT R. C. COSGROVE at Chicago told the RMA: "Frequency modulation has made slow but consistent growth and adds interest and utility to the radio business."



Robert C. Sprague, new president of RTMA, is president of the Sprague Electric Company of North Adams, Mass., and has long been active in association affairs. Mr. Sprague is a former chairman of the RMA Parts Division and of the OPA Radio Industry Advisory Committee. More recently he has directed an educational program for dealers and servicemen as chairman of the RMA "Town Meetings" Committee. He is a son of the famous electrical engineer-inventor Frank Julian Sprague, who ranks with Edison, and who pioneered the electrification of street railways, railroads, and elevators.

What's Ahead!—in Radio,

HELPFUL SESSIONS ON STORE ARRANGEMENT, PERSONNEL problems, sales techniques, business costs, taxes and other problems of business will be featured during the NEDA convention to be held in Cleveland, August 27-31. A large number of exhibits will also be featured. All recognized parts jobbers are invited to attend.

COLOR-TUBES FOR M'F'RS will be available this Fall when RCA's pilot production line is expected to be turning out a hundred tri-chrome tubes per day. Each licensee will be supplied 25 to 50 tubes for full experimentation. Already each licensee has been furnished 13 different manuals on color-set circuits, so that each manufacturer can do own design and development of his color-TV line.

MILLER-TYDINGS (FAIR TRADE) ACT IS SAFE FROM danger of immediate repeal, according to Senators Ives of New York and Humphry of Minn. New York State's Governor Dewey has signed a new state mandatory resale price maintenance law clearly distinguished from voluntary Fair Trade.

SERVICING COLOR-SETS will offer no particular problems for qualified TV technicians, insist factory engineers who have made special study of maintenance of new tri-chrome receivers. If a technician thoroughly understands present television receivers, he will find color-TV far less of a step in advance, than was recent black-white TV over mere audible radio receivers.

THE FM AUDIENCE IN NEW YORK has increased to 327,573 families according to an article in the New York Times quoting figures prepared by The Pulse, Inc.

A NEW TV PICTURE TUBE for color television (when it arrives) has been patented by Allen B. Dumont Laboratories. The tube differs from black and white picture tubes in that the screen is composed of tiny fluorescent dots which give forth red, blue and green colors respectively when struck by the electron beam. Although not in itself associated with a color TV system, the tube is said to be adaptable to any one of the three color systems now proposed before the FCC.

TV NETWORK EXPANSION from Jacksonville, Fla., to Omaha, Neb., by September 30 has been announced by CBS. Of the 60 CBS-TV affiliates, 29 are now receiving "live" programming. By September 30, 15 more will have been added, making a total of 44 who will receive "live" network programs, and 16 will remain in the "kinescope recording" category. WJAC-TV Johnstown becomes interconnected June 30, WKZO-TV Kalamazoo will get microwave relay in early summer, WSAZ-TV Huntington (W.Va.) will have microwave relay by September, and the following 12 stations are due to have coaxial cable by September 30: WFBM-TV Indianapolis, WHAS-TV Louisville, WMBR-TV Jacksonville, WBTV Charlotte, and WFMY-TV Greensboro, N. C., WAGA-TV Atlanta, WAFM-TV Birmingham, WTCN-TV Minneapolis, WHBF-TV Rock Island, WOI-TV Ames (Iowa), WDAF-TV Kansas City (Mo.) and KMTV Omaha.

BW-TV vs. CTV! These will be shorthand terms you will be seeing and writing often during next few years, as you distinguish between "old-fashioned black-white television" and the new glories of color-TV. Or mebbe we'll just simplify it to WTV vs. CTV?



MANUFACTURERS CONTINUE BEARING DOWN hot and heavy on price-cutters in the New York area, the West Coast and in other sections where violations of Fair Trade laws have been unearthed.

"NOW IS THE TIME TO TURN ON THE STEAM in promotions of air conditioners and home cooling fans. Somebody is selling a lot of them. . . ." Bulletin from Electric Institute of Washington, D. C., mailed to local retailers.

PEOPLE ARE BUYING RADIOS, and in great numbers too. Dealers in certain areas are short-stocked, particularly on combos. At a "home show" recently staged in a small Midwestern city, a thousand people registered their wants on cards—300 of them said they were interested in buying radio-phono combinations.

TV TO AID EDUCATION. "Civic classes of the future will not just study about Congress, they will watch Congress at work. Current events classes will see history as it is made, the signing of international agreements, the meetings of the United Nations Assembly. Student engineers will watch bridges being built. . . . Home economic students will watch master chefs at work. . . ."—Dr. Walter Baker, GE vice-president.

SALES OF PORTABLES IN EAST sharply cut by unseasonably cold weather and rain late into Spring. Inventories, however, in this area, have been quite low over the whole picture.

Appliances, Records and Television

SALES SLOW-UP IN TV SETS HIT LATE this year; is almost certain to be a thing of the past two months hence. In spite of the slump, receiver sales for July and August will greatly exceed those of '49 for the same period.

"IF I BUY BLACK-WHITE SET NOW can I later have it converted to receive color-TV?" That is question being heard increasingly in TV stores? Perhaps such converters can be made available later; with resourcefulness of inventors and designers, it would take courage to say flat "no." But color-TV experts who have developed new tri-chrome sets do not themselves offer much encouragement for color converters at this time. "Better let customer buy a whole new color set!" say they.

ACCORDING TO A COUPLE OF very large phono record dealers, more customers know exactly what they want today, and are doing less in-store "listening," hence helping to speed sales of discs.

INTERESTING ARTICLE IN recent issue of Printer's Ink resulted from interview with William J. Cashman, director of promotion, research and publicity for Landers, Frary & Clark. Entitled, "Design Change Broadens Market, Leads to Versatile Sales Program," the piece pointed out that a product "that consumers want has sales appeal. A product that has wide flexibility in use has sales appeal," and that "A product that has both these features and still is competitively priced has sales appeal plus."

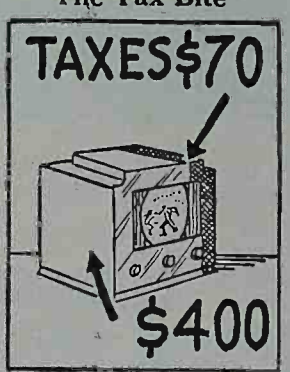
MORE AND MORE SALESMEN OUT SELLING "factory-to-you" vacuum cleaners. Talks with some of them seem to indicate a much higher percentage of sales to calls than that prevailing in pre-war days. Dealers are beginning to feel the effects of this competition and many are planning active outside campaigns to combat it.

REALLY SELLS THOSE FM SETS. Prominent big-volume dealer in the East reports that every single radio or combination he's sold thus far in 1950 has been FM equipped. (Excepting portables, of course.)

AFTER NEARLY 23 YEARS OF SERVICE, Bond Geddes will retire August 1, as executive vice-president of the Radio Manufacturers Association. Elected executive vice-president and general manager on November 1, 1927, Mr. Geddes has seen the industry progress from crystal sets to color television. He has acted in the industry's development of the automobile, short-wave and FM radio, as well as television; also in its conversion to war production and subsequent reconversion.

"YOU CAN'T JUDGE THE MARKET by counting the number of families that don't have sets," says John Meck, president of John Meck Industries. "That's the usual way of measuring a market, but it doesn't work in television. We find that every set sold, especially among lower-income families, creates three new prospects."

The Tax Bite



THE HIDDEN TAX ON A $470 TELEVISION SET is $70. This and other unseen tax bites, added to income and other visible taxes, gives us the reason why the take-home dollar buys so little. (From Greenwich (Conn.) Time.)

WATCH FOR ROOM AIR CONDITIONERS to graduate, but fast, from the "sleeper" class of appliances, and to double in sales this year over last. Several newcomers are in the field, and they with the older manufacturers are spending a lot of money in sales promotion campaigns.

RECORD-BREAKING AMOUNT OF MONEY BEING spent right now by some of the larger companies on "institutional" projects such as training of salesmen and technicians employed by retailers. Such programs being well received since they soft-pedal product plugging; aren't hungry.

FUTURE EVENTS OF INTEREST TO READERS

JULY 10-13: National Assn. of Music Merchants (NAMM), Music Industry Trade Show & Convention, Palmer House, Chicago.

AUG. 7-19: U. S. International Trade Fair Chicago Coliseum, International Amphitheater and Navy Pier, Chicago.

AUG. 27-SEPT. 1: Radio Parts Distributors' Convention (NEDA), Cleveland Auditorium, Cleveland, O.

SEPT. 13-15: Pacific Electronic Exhibit, Municipal Auditorium, Long Beach, Cal.

SEPT. 23-30: First Consumer National Television and Electronics Exposition, 69th Armory, New York, N. Y.

SEPT. 25-27: 2nd Annual Radio and Television Service Convention and Exhibition, Broadwood Hotel, Phila., Pa.

SEPT. 30-OCT. 8: Third Annual National Television & Electrical Living Show, Chicago Coliseum, Chicago.

OCT. 11-OCT. 14: 15th Annual Conference of the North Central Electrical Industries, Copley Plaza Hotel, Boston.

It Pays to Qualify TV Customers

New Orleans Dealer Ups Sales by Stressing "Tailored Entertainment"



Above: Nick Gunther tailors his selection of a set to what the prospect can pay; what his home requires.

• Nick Gunther and the sales force of Martha Jane's Melody Lane in New Orleans do not ever sell television sets—as such, that is. Instead, they concentrate upon selling *tailored entertainment* in the home. This is the reason, Nick Gunther believes, why TV set sales are so high at the Melody Lane.

"When we sell tailored entertainment," explains Mr. Gunther, who is the manager of the big Melody Lane store at South Carrollton and Palm streets in the Crescent City, "we custom tailor our presentation to the real need of the prospect. Instead of selling 'a' television set, we sell enjoyment which is tailored to what the prospect can pay and to what his home needs. We have developed a regular system for finding out the facts upon which a presentation of tailored entertainment must be based. For it is only by having the facts as regards the need and purse size, that the entertainment sales talk can be truly a tailored one."

The first step in the program of selling tailored entertainment—in the form of television sets—begins with certain facts. There are several things Nick Gunther and the salesmen of Martha Jane's Melody Lane want to know.

The first of these is how much the prospect can conveniently pay. "There is no use trying to sell a five hundred dollar set to a customer who is able to buy only a two hundred dollar one," explains Mr. Gunther. "We would lose him. And we would just as surely lose a customer seeking (and able to pay for) a set costing five hundred if we tried to sell him a set in the hundred and fifty dollar class."

Next fact finding list is what the prospect's home calls for.

"A big nineteen-inch screen would be sadly out of place in a ten by twelve foot living room such as so many new small homes have," Mr. Gunther points out. "And a small screen would look plainly inadequate in a whopping big living room. It would appear puny and tiny, and Mr. Prospect would not get a lot of enjoyment out of his set. We want to sell the right set for the home. Doing so makes it easy for us to get 'yes' answers when we ask for the order at the conclusion of the sales presentation. But that is not all. We want the set to stay sold, and we want the customer to remain sold on his set and on the store from which he bought it. He will do so if the set is rightly sold and tailored to his real need."

The third step involves a plan for finding out these facts. "When a prospect comes into Melody Lane with television on his mind," Nick Gunther reports, "we do what I call feeling out his tastes and his purse.

"We steer him over to one of our demonstration sets—there are always a number of floor demonstrators set up and ready to click on—and pick out a good medium-priced, medium-sized model for the initial demonstration.

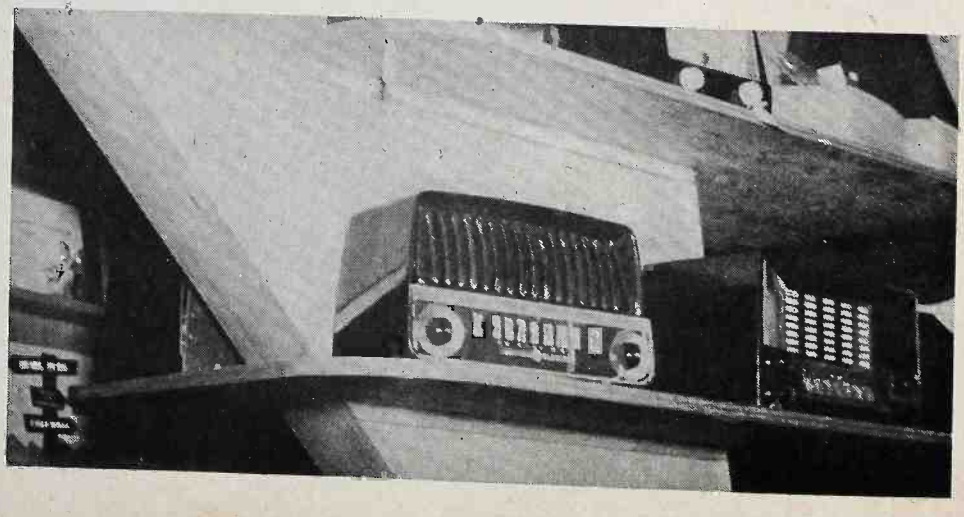
"We show the enjoyment this set can give. A full demonstration of the set at work is begun. While this demonstration is in progress, we draw the customer

(*Continued on page 88*)



Left: These slanted racks give full visibility without stooping or squinting. Help speed disc sales at Melody Lane.

Below: Clever utilization of portions of store's structure provides attractive display space for small radios.



Are YOU cashing in on this Red Hot RCA VICTOR deal?

Alert dealers from coast to coast acclaim First Anniversary Offer "A Smash Success"!

In just one short year, the RCA Victor "45" skyrocketed to the world's fastest selling system of recorded music. Join the profit-making celebration —push the FIRST ANNIVERSARY OFFER *yourself!*

Just look at this Sales-Catching Combination:

24 Great Musical Selections

Ave Mania	Perry Como	I'm Getting Sentimental	Tommy Dorsey
Lord's Prayer	Perry Como	Moonlight Serenade	Tex Beneke
Tchaikovsky Piano Concerto	Freddy Martin	The World Is Waiting For The Sunrise	Sammy Kaye
Racing With The Moon	Freddy Martin	Down Among The Sheltering Palms	Sammy Kaye
South Pacific Hits	Al Goodman	Cool Water	Sons Of The Pioneers
South Pacific Hits	Al Goodman	Chant Of The Wanderer	Sons Of The Pioneers
In The Mood	Glenn Miller	Fiddle Faddle	Boston Pops Orchestra
Little Brown Jug	Glenn Miller	Chicken Reel	Boston Pops Orchestra
The Waltz You Saved For Me	Wayne King	Donkey Serenade	Allan Jones
Twilight Time	Three Suns	Giannina Mia	Allan Jones



AT NO EXTRA COST!

45EY—The Victrola phonograph with unprecedented, quick turnover. Automatic record changer complete with built-in speaker and amplifier . . . not an attachment. Up to 50 minutes of lifelike entertainment at touch of button—

PLUS THE ANNIVERSARY ALBUM

with this

RCA VICTOR "45" PHONOGRAPH AT REGULAR PRICE





ONLY RCA VICTOR MAKES THE "GOLDEN THROAT"

ONLY RCA VICTOR MAKES THE VICTROLA
"Victrola"—T. M. Reg. U. S. Pat. Off.

All this *for the low price of the phonograph alone! That's a savings of $7.52 for your customers.* Add it up and you get PROFITS. Here's a red-hot deal that *can't* miss. And it's simple for you.

Here's your Ad Campaign—Your distributor has plenty of newspaper mats. These ads are designed *for you* . . . designed to generate sales *for you!* Start 'em running in your newspapers *now.*

And here's National Support for your own store!

Ad #1—May issue CORONET; Ad #2—May 29 LIFE; Ad #3—June 3 POST; Ad #4—June 6 LOOK; Ad #5—June 19 LIFE; Ad #6—June 24 POST Ad #7—July issue EBONY; Ad #8—July 4 LOOK.

These are all big, hard-working ads! Readers are sold and sent *to you to hear and buy. And that's not all!* Your distributor has displays and colorful window streamers waiting to highlight the *First Anniversary Offer in your* store—catch shoppers and sell 'em.

So don't delay! Call your distributor *now!* The *First Anniversary Offer* in your store means big-dollar profits for *you!*

RCA VICTOR
DIVISION OF RADIO CORPORATION OF AMERICA

RCA VICTOR—*World Leader in Radio . . . First in Television . . . First in Recorded Music*

New Lines, New Ideas, New Sales at the

Merchants from Far and Wide to Attend Big Event at Chicago, July 10-13.

Helpful Program Planned. TV Sets to be Featured

• Termed "The Greatest Music Show on Earth" by its sponsors, the National Association of Music Merchants, the 49th annual get-together of leading merchants will be held at Chicago's Palmer House, July 10-13. Long ago, the "Standing Room Only" sign had gone up in the sample room areas of the hotel, and exhibitors are planning sparkling displays which will be well worth every retailer's time and expense in attending. New and exciting merchandise will be on display in the Exhibit Hall—the Show's exhibition midway.

Numbers of new television receivers will be unveiled along with hundreds of other new products, and the program of events is packed full of meetings designed specifically to help dealers increase sales and profits.

The annual meeting of NAMM will be held on July 11. President Hugh W. Randall named the following nominating committee: Sherman H. Almanrode, J & S Music Co., Shreveport, La., chairman. Serving with Almanrode will be A. Perry Avery, Avery Piano Company, Providence, R. I.; Herbert F. Boehl, Shackleton's, Louisville, Ky.; Ben B. Ginsberg, Ginsberg Music Company, Roswell, N. M.; W. E. Guylee, Cable Piano Company, Chicago, Ill.; M. S. Philpitt, Jr., S. Ernest Philpitt & Son, Miami, Fla.; and George J. Winter, Jr., Winter Company of Erie, Penna.

Board of Directors

Terms of NAMM directors, and those whose terms expire this year are listed below. Retiring directors are ineligible for re-election for one year.

Expiring 1950: S. H. Almanrode, Ted W. Brown, Arthur E. Godfrey, C. W. Gould, Stuart D. Julius, B. E. Neal, William H. Richardson, J. M. Wylie.

Expiring 1951: Fred A. Beesley, Harry E. Callaway, C. G. Campbell, W. Perry Chrisler, Ted Korten, E. R. McDuff, William H. Schmoller, II, Robert A. Schmitt.

Expiring 1952: Earl Campbell, Thomas Dahl, Otto B. Heaton, Louis G. LaMair, Paul E. Murphy, Clay Sherman, Claude P. Street, Carl Wittich.

Persons attending the 1950 Music Industry Trade Show and Convention will have the opportunity of benefiting by a new convention week schedule—principal change being that of the **Music Industry Banquet** which will be held in the Grand Ballroom of the Hotel Stevens on **Wednesday** evening, July 12 rather than on Thursday which has been the customary date in the past years.

Rescheduling of the banquet from Thursday to Wednesday was occasioned by factors wherein due to a conflicting convention at the Stevens Hotel, the Grand Ballroom was not available on Thursday night and should that date have been adhered to, it would have been necessary to use the inadequate facilities of the Palmer House Ballroom which accommodates one-third fewer persons. Other factors were the opinions of the industry trade associations that a Wednesday night banquet would afford a greater opportunity for more persons to attend, thus enabling them to leave the convention city on the late evening trains Thursday, the final day of the show, rather than remaining over one full day which was required of those attending the Thursday banquet.

Visiting dealers will benefit by this new change in schedule since they will be accorded a full day on Thursday to complete their business and visits with exhibitors at the leisure of both since party preparations which normally proceed the banquet will have been dispensed with one day earlier. Exhibits will remain open until **5:00 P.M.** on **Thursday, July 13** for the convenience of convention goers.

Trade Show exhibits will open at **9:00 A.M., Monday** morning, **July 10** and remain open until **6:00 P.M.** The traditional **opening luncheon** will be held on Monday at **12 noon,** presenting a speaker of national renown as part of the opening festivities.

Exhibits will remain open on **Tuesday** until **6:00 P.M.** Evening exhibit hours have been eliminated from the 1950 schedule. The first NAMM business forum will be held on **Wednesday** morning, **July 12** from **10:00 A.M.** 'til **12:30 P.M.** and will present interesting and outstanding speakers on such subjects as financing, store operations and promotion.

Exhibits on **Wednesday** will be open from **9:00 A.M.** to **6:00 P.M.** An outstanding **sales clinic** which will appeal to top management officials, as well as primary sales personnel will be presented at a two hour session from **10:00 A.M.** 'til **12 Noon** on **Thursday morning.** Few dealers will wish to miss this interesting morning presentation, which will allow ample time throughout the afternoon for final visitations and completion of business with exhibitors.

Busy Program

The 1950 ladies **entertainment program** will include the "Get Acquainted" entertainment and tea **Monday** afternoon at **3:30 P.M.** in the Illinois Room. On **Tuesday** morning arrangements are being made for a Ladies **"Home Fashions Tour"** at Chicago's huge Merchandise Mart. Special buses will transport the ladies to the Mart, returning them to the hotel at the completion of the tour. Throughout convention week tickets will be available to radio broadcasts which include the ever popular "Breakfast Club," "Welcome Traveler" and "Ladies Fair." Tickets to television shows will be available depending on the programs during show week. Time will be available for the usual shopping sojourns and general theater going.

Among the meetings scheduled to be held during show week and starting **Sunday, July 9** are: The National Association of Music Merchants board of directors annual meeting, the National Association of Musical Merchandise Wholesalers executive committee meeting and annual banquet, and the annual meeting of the National Association of Music Merchandise Manufacturers.

On **Monday, July 10,** the NAMM will hold its regular **press conference.** The Trade Practice Committee will meet and the Annual Jamboree of the Na-

'50 Music Show



tional Piano Travelers Association is scheduled in the evening. **Tuesday,** the Salesmen's Breakfast of the NAMMW is scheduled together with the annual meeting of the National Association of Band Instrument Manufacturers and the NAMM annual meeting.

The reorganization meeting of the **NAMM** board of directors will be held **Wednesday noon, July** 12 and the **Music Industry Banquet** at **7:00 P.M.** that evening in the Grand Ballroom of the Stevens Hotel.

The Sales Clinic is scheduled for Thursday morning, which will be the final day of the show.

EXHIBITORS
At the Show

Abbey Records, 754 Tenth Ave., N. Y. 19, N. Y.—Booth 65.
Admiral Corp., 3800 Cortland St., Chicago 47, Ill.—Club Foyer.
Aeolian American Corp., East Rochester, N. Y.—Rooms 833, 834, 835.
Affiliated Musicians Service of America, Inc., 63 East Grand Ave., Chicago 11, Ill.—Booth 43.
Aim Industries, Inc., 41 Union Sq., New York 3, N. Y.—Booths 53, 54.
Allen Organ Co., 8th & Pittston Sts., Allentown, Pa.—Rooms 882, 719.
Aluminum Co. of America, 801 Gulf Bldg., Pittsburgh 19, Pa.—Room 806.
American Music Conference, 332 S. Michigan Ave., Chicago 4, Ill.—Room 857.
American Plating & Mfg. Co., Inc., 2241 Indiana Ave., Chicago 16, Ill.—Room 775.
American Rawhide Mfg. Co., 1103 N. North Branch St., Chicago 47, Ill.—Room 799.
Ampro Corp., 2835 N. Western Ave., Chicago 18, Ill.—Booth 85.
Ansley Radio & Television, Inc., 37 W. 57 St., New York 19, N. Y.—Room 644.
W. T. Armstrong Co., P. O. Box 223, Elkhart, Ind.—Room 759.
Atlas Piano Co., 2934 Milwaukee Ave., Chicago 18, Ill.—Room 809.
Atlas Accordions, Inc., 117 West 48 St., New York 19, N. Y.—Room 975.
Atwater Television Div., Zenith Home Appliances Corp., 360 Furman St., Brooklyn 2, N. Y.—Room 642
Vincent Bach Corp., 621 E. 216 St., New York 67, N. Y.—Room 730.
Baldwin Piano Co., 1801 Gilbert Ave., Cincinnati 2, Ohio—Room 816.
Herb. C. Barger Mfg. Co., Inc., 2770-72 W. Colfax Ave., Denver 4, Col.—Room 709
Beach Instrument Corp., 163-165 Oraton St., Newark 4, N. J.—Room 887.
Bell Accordion Corp., 13 Laight St., New York 13, N. Y.—Room 968.
Belmont Radio Corp., subsidiary of Raytheon Mfg. Co., 5921 W. Dickens Ave., Chicago 39, Ill.—Room 626, Booths 38, 39, 46, 47.
Boetsch Bros., 221 E. 144th St., Bronx 51, N. Y.—Room 603
Brason Associates, Inc., 3450 N. Clark St., Chicago 13, Ill.—Booth 98
Brunswick Television Div., Radio & Television, Inc., 244 Madison Ave., New York 16, N. Y.—Rooms 640, 641
Buegeleisen & Jackcobson, Inc., 5 Union Sq., New York 3, N. Y.—Rooms 760, 761.
Buescher Band Instrument Co., 225 E. Jackson, Elkhart, Ind.—Rooms 743, 744
Capitol Records, Inc., Sunset & Vine, Hollywood 28, Calif.—Booths 63, 64.
Caravan Records, Inc., 113 W. 57th St., New York 19, N. Y.—Booth 4.
Carbonari Brothers, 1047 S. Highland, Oak Park, Ill.—Room 967.
Carpenter Company, 545 N. Cicero Ave.., Chicago 44, Ill.—Booth 16.
Castiglione Accordion Co., 12644 E. 7 Mile Rd., Detroit 5, Mich.—Room 961.
Central Commercial Industries, Inc., 332 S. Michigan Ave., Chicago 4, Ill.—Rooms 879, 883, 884, 885.
E. Chiassarini, 1595 Broadway, New York 19, N. Y.—Room 747.
Chicago Album & Specialty Co., 426 S. Clinton St., Chicago 7, Ill.—Booth 21.
Chicago Musical Instrument Co., 30 E. Adams St., Chicago 3, Ill.—Rooms 728, 729
Cole Corp., 823 S. Wabash Ave., Chicago 5, Ill.—Booth 101.
Columbia Records, Inc., 1473 Barnum Ave., Bridgeport 8, Conn.—Booths 10, 11, 12.
C. G. Conn, Ltd., Elkhart, Ind.—Rooms 731, 732.
Connsonata (Division of C. G. Conn, Ltd.), Elkhart, Ind.—Rooms 888, 889.
Continental Music (Div. of C. G. Conn, Ltd.), Elkhart, Ind.—Rooms 740, 741, 820
Coral Records, Inc., subsidiary of Decca Records, Inc., 50 W. 57 St., New York 19, N. Y.—Booth 94.
Covrall Industries, Inc., 55 Ferris St., Brooklyn 31, N. Y.—Booth 61.
Dampn-Chaser, Inc., P. O. Box 520, Hendersonville, N. C.—Booth 45.
Danelectro Corp., 274 South Bridge Ave., Red Bank, N. J.—Room 745.
J. C. Deagan, Inc., 1770 W. Berteau Ave., Chicago 13, Ill.—Rooms 712, 890.
Decca Distributing Corp., 153 W. Huron St., Chicago 10, Ill.—Booth 95.
Pietro Deiro Accordion Hdqs., 46 Greenwich Ave., New York, N. Y.—Room 972
Allen B. DuMont Labs., Inc., 35 Market St., E. Paterson, N. J.—Mezzanine.
Dynavox Corp., 40-05 21 St., Long Island City, N. Y.—Room 650.
Eden Toys, Inc., 153 West 23 St., New York 11, N. Y.—Booth 87.
Electro-Music Accessories Co., 313-321 S. Fair Oaks Ave., Pasadena 1, Cal.—Room 880.
L. A. Elkington, Musical Products, 323 E. 34 St., New York 16, N. Y.—Room 713.
Epiphone, Inc., 142 W. 14 St., New York 11, N. Y.—Rooms 726, 727.
Estey Organ Co., Birge St., Brattleboro, Vt.—Rooms 800, 800½.
Estey Piano Corp. Bluffton, Ind.—Room 850.
Everett Piano Co., South Haven, Mich.—Rooms 831, 832.
Excelsior Accordions, Inc., 333 Sixth Ave., New York 14, N. Y.—Rooms 748, 749.
Carl Fischer Musical Instrument Co., Inc., 62 Cooper Sq., New York 3, N. Y.—Rooms 702, 703.
Fisher Radio Corp., 41 E. 47 St., New York 17, N. Y.—Room 636.
Freed Radio Corp., 200 Hudson St., New York 13, N. Y.—Rooms 683, 684, 685.
Jackson Industries, Inc., 500 E. 40th St., Chicago 15, Ill.—Room 620, Booth 97.
Jesse French & Sons, Piano Div. H. & A. Selmer, Inc., Elkhart, Ind.—Rooms 843, 844
French American Reeds Mfg. Co., Inc., 3050 Webster Ave., New York 67, N. Y.—Booth 69.
R. Galanti & Bros., 783 Broadway, New York, N. Y.—Room 971
General Electric Co., Syracuse, N. Y.—Rooms 632, 633, 634.
Fred Gretsch Mfg. Co., 218 S. Wabash Ave., Chicago 4, Ill.—Rooms 779, 780, 783.
Grossman Music Corp., 740 Bolivar Rd., Cleveland 15, Ohio—Room 705.
Gulbransen Co., 816 N. Kedzie Ave., Chicago 51, Ill.—Rooms 864, 876, 877, 878.
Haddorff Pianos (Div. of C. G. Conn, Ltd.), 630 S. Wabash Ave., Chicago 5, Ill.—Rooms 825, 826 (Room 820 Continental).
Hammond Instrument Co., 4200 W. Diversey Ave., Chicago 39, Ill.—Rooms 891, 892, 893, 894.
Hardman Peck & Co., 33 W. 57 St., New York 19, N. Y.—Rooms 814, 815.
Harmony Co., 3633 S. Racine Ave., Chicago 9, Ill.—Room 736.
Hershman Musical Instrument Co., 242-250 Fourth Ave., New York 3, N. Y.—Rooms 785, 786.
Highland Mfg. Co., 1026 Kemper St., Cincinnati 14, Ohio.—Booth 55.
Frank Holton & Co., Elkhorn, Wis.—Rooms 750, 751.
House and Garden Magazine, 420 Lexington Ave., N. Y., N. Y.—Booth 9.
House Beautiful Magazine, 572 Madison Ave., New York, N. Y.—Booths 105, 106.
Hudson Electronics Corp., 110 E. Third St., Mt. Vernon, N. Y.—Booth 74.
Humes & Berg Mfg. Co., Inc., 525 W. 76 St., Chicago 20, Ill.—Booth 102.
International Accordion Mfr. Co., 21330 Gratiot Ave., E. Detroit, Mich.—Rooms 964, 965.
Janssen Piano Co. Inc., 237 E. 23 St., New York 10, N. Y.—Rooms 811, 812, 813.
Jenkins Music Co., 1217-23 Walnut St., Kansas City 13, Mo.—Room 758.
G. C. Jenkins Co., Box 168, Decatur, Ill.—Room 788.
Jensen Industries, Inc., 329 S. Wood St., Chicago 12, Ill.—Booth 84
Jewel Radio Corp., 10-40 45 Ave., Long Island City, N. Y.—Room 635.
Kay Musical Instrument Co., 1640 W. Walnut St., Chicago 12, Ill.—Room 722.
W. W. Kimball Co., 31 E. Jackson Blvd., Chicago 4, Ill.—Room 810.
Kohler & Campbell, Inc., 401-425 E. 163 St., New York 56, N. Y.—Rooms 802, 803.
Krakauer Bros., 401 W. 124 St., New York 27, N. Y.—Rooms 827, 828, 829.
Krauth & Benninghofen, 940 Symmes Ave., Hamilton, Ohio.—Room 742.
Berg Larsen, 116 W. 48 St., New York, N. Y.—Booth 59.
G. Leblanc Co., 2210 Sixtieth St., Kenosha, Wis.—Room 756.
Leedy & Ludwig Drums (Div. of C. G. Conn, Ltd.), Elkhart, Ind.—Room 796.
Lester Piano Mfg. Co., Inc., 1533 Chestnut St., Phila. 2, Pa.—Rooms 846, 847, 848, 849.
Wm. Lewis & Son, 30 E. Adams St., Chicago 3, Ill.—Room 704.
Lincoln Engineering Co., 5701 Natural Bridge Ave., St. Louis 20, Mo.—Room 659.
Linton Mfg. Co., Inc., 919 N. Nappanee, Elkhart, Ind.—Room 793.
Little Golden Records (a Div. of Simon & Schuster, Inc.), 1230 Sixth Ave., New York 20, N. Y.—Booth 7.
Mills Music, Inc., 1619 Broadway, N. Y. 19, N. Y.—Booths 56, 57.
Maurice Lipsky Music Co., 114-116 E. 16 St., New York 3, N. Y.—Room 724.
Lo Duca Bros. Accordion Co., 2451 W. North Ave., Milwaukee 5, Wis.—Rooms 973, 974.
London Gramophone Corp., 521-539 W. 25 St., New York 1, N. Y.—Booth 1.
MGM Records, 701 7th Ave., New York 19, N. Y.—Room 104.
Maas Organ Co., 3015 Casitas Ave., Los Angeles 39, Calif.—Rooms 896, 897, 898.
Magna Electronics Co., 3707-3711 W. Jefferson Blvd., Los Angeles 16, Cal.—Booth 15.
Magnavox Co., Bueter Road, Ft. Wayne 4, Inc.—Private dining room 18.
Majestic Radio & Television, Inc., 70 Washington St., Brooklyn 1, N. Y.—Room 605.
Manual Arts Furniture Co., 1009-17 Hulbert Ave., Cincinnati 14, Ohio.—Room 819.
C. F. Martin & Co., Inc., 10 W. North St., Nazareth, Pa.—Room 757.
Martin Band Instrument Co. & The Pedler Co., Elkhart, Ind.—Rooms 789, 790.
Maxwell Meyers, Inc., 628 S. St. Marys, San Antonio, Tex.—Room 706.

(Continued on page 88)

Dealer Activities

Dealer Advertising

Rice Refrigeration, Concord, New Hampshire, featuring Frigidaire water heaters.

Fikes Appliance & Radio Co., Tulsa, Oklahoma, plugging Hotpoint washers.

Following dealers signing Zenith FM ads in Tulsa, Oklahoma: Brown-Dunkin, Jenkins Music Co., Tulsa Service Lab., Rich's, Cornwell's, Vandever, Gree Electric Co., Angus Shearer Appl. Co. and Woodmansee-Abbott Music.

Smart positions right under the newspaper's listing of programs being used by following Nashua, New Hampshire, dealers: Jerry's Radio Service, Deluxe Radio, Ray Hackett and George Cadieux.

C. C. Keys Music Co. (established 45 years ago) at Clarksburg, West Virginia, using attractive 10-inch, single column ads to feature Zenith FM-AM sets.

Novel Display Window



Roy B. Fries, Benton Harbor, Michigan dealer believes in the power of good window displays. Shown is the set-up entered in Gibson's "WinDough" contest. Mrs. Fries, an able artist, painted the backdrop. In the foreground, she arranged a variety of real flowers.

A Sales Idea Is Successful for Pennsylvania Dealer



Standing room only at the back of the hall in the local fire house when Murray's, aggressive dealership, of Paoli, Pa., put on a free demonstration of "Electrical Living," featuring the new Philco electric ranges, home freezers and refrigerators recently. Several hundred members of local women's clubs saw the "Broil-Under-Glass" feature of the new Philco ranges and a 30-minute meal from a Philco freezer, prepared by Miss Lois M. McCloskey, Philco home economist.

Small ads with lots of white-space used by Moses Melody Shop, Little Rock and Pine Bluff, Arkansas, to stress Magnavox.

Room air conditioners being stressed in Florida where a big season is expected. Big-space ads being run by Rogers Electric Company for Frigidaire, and Lowry Electric Co., for Carrier. Both firms are located at Coral Gables.

R. Cooper, Jr., Chicago distributor, has been running pages on GE television signed by the following dealers: Bruno Appliance, Bunge's, Dreyer Electric, Keating's, Lee Furniture Co., Northern Home Furnishers, Singer Electric Company, Smithe & Shanahan, Inc., Stanley Electric Apliance Center, Tele-tronics, Inc., Television Sales & Service Comany, Tri-Par Radio, Vahey Television, Wetzel & Beiriger and Wigdahl Electric Co.

Colen-Gruhn Co., Inc., New York distributors, using attractive 3-column ads in the New York Times for Raytheon Television receivers. Space is on one of the radio & TV pages.

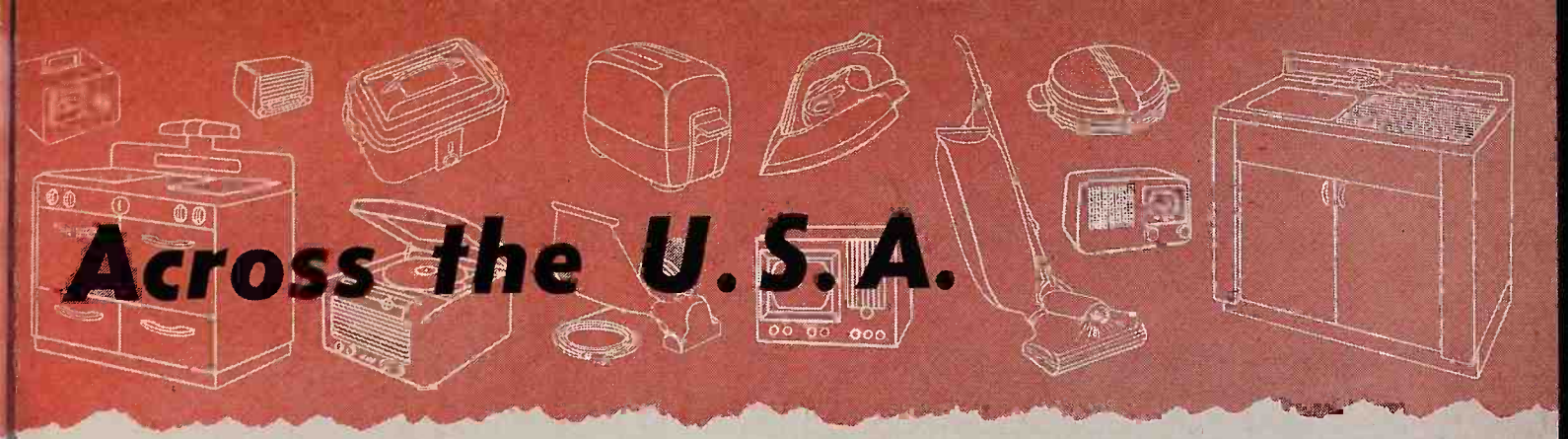
Baltimore dealers really went to town in a recent special television section run in The Sun. Among those using space were Hutzler's, Television Company of Maryland (they framed page ads with pictures of officials, salesmen and technicians); Parkers, The Hub Appliance Store, Hammann's, Hecht Brothers, Johnson Brothers, Castelberg's, Lears Brothers, Pollack's, Television Sales & Service Center, Music House (featuring a television record player attachment); Blum's, Charlie of Charles St., who used a big bull's-eye illustration plugging his name; Music Mart, Stebbins Anderson, Roberts, Atomic Television Co. (Service Co.); Modern Appliance Service Company, Gassinger Brothers, Park Radio, Stephen Seth & Co., Inc., (distributors), American Television Service, and numbers of others signing co-op ads.

In Memphis, Tennessee, Peabody Appliance Company uses newspaper ads to point out the features of Hallicrafters TV sets.

Meters Help TV Sales



Al. Dietz, owner and manager of Chevron Radio & Television, 527 So. Western Ave., Los Angeles, is a firm believer in meter sales to customers. Says he: "Numerous additional sales have been created through use of the meter plan. Many a customer of mine has said, 'I'd rather put quarters in the meter at regular intervals—I don't miss the money that way.'"



Across the U.S.A.

YONKERS RADIO of Yonkers, N. Y., located for a number of years on Lawrence Street, has opened an attractive new store on So. Broadway, where TV, radio and electrical appliances are being displayed in a modern setting.

"HAVING DEALT WITH US FOR YEARS you know that our personnel is expert," reads a postal card soliciting TV service from customers on the mailing list of Home Radio Service, Inc., 253 E. 72nd St., New York City.

NEWARK FIRM EXPANDS. Miles & Co., old-established Newark, N. J., firm, has taken the store next door and is modernizing the interior. Located at 1029 Broad Street, the firm handles a big line of radio, TV, and appliances; stays open every evening until 9.

TOPFLIGHT REMODELING JOB done in the store of the Standard Electric Co., Ogden, Utah. There's a new tile floor, new fixtures, a modern and attractive color theme. At the rear, a new service department has been set up. Four glassed-in listening booths have been installed in the record department.

A BANG-UP GRAND OPENING was staged in Columbus, Ohio, by Major Television Center, Inc., 42 East Long Street. Featuring floodlights, models dressed as drum majorettes, free refreshments, free souvenirs, and the appearance of many of the local TV celebrities from the three stations there, the grand opening brought shoppers all the thrills of a Hollywood preview. Morris Snow and Simon Kalish, officers of the company, were hosts to all of Columbus. The large rear portion of the showroom will be used later on as a television theatre. The store stays open every evening until 9.

Big space being used in Memphis, Tennessee, by K & S Appliance Co., to sell RCA Victor television. "Remember—It's Service After the Sale That Counts," is slogan used by firm.

Service REALLY Sells Appliances, Radios

"Sales through service is a feature often neglected in this retail field," says Leland Desch, owner of Desch's Appliance store at 1311 Division Street, in the new hub of Billings, Montana. Mr. Desch, with 12 years of experience in the service of Norge appliances as distributor's factory trained service representative, has made extensive observations into his theory of sales through service.

"My policy will always be that of a conscientious serviceman with strict attention to all calls, regardless of how small the actual job may be," says Mr. Desch. Servicemen calling on homes, he believes, are in an enviable position as salesmen. FIRST, they are there by request and welcomed. SECOND, anything they say will be accepted with confidence. This applies to suggestions regarding additional appliances as well as service or replacement of item about which they called. And FINALLY, they are on the ground to make observations regarding future sales and prospects. Thus, a trained serviceman, who can also conduct a sales interview, will inspire confidence.



Refrigerator features are pointed out by Mr. Desch. (He has a novel trade-in plan.)

Desch believes that every major sale should be followed up within not less than a week of the installation. "Many times," says Mr. Desch, "want of just a bit of further instruction will cause customer dissatisfaction."

Mr. Desch, who has worked alone most of his years in the field, has coached himself in selling as well as service. When the time arrives, and additional personnel is needed, he plans to select only young men who can be taught selling along with their service work. "Nothing high-powered, just friendly advice and consideration with an eye to future good-will," says Mr. Desch, referring to his planned sales training program.



Dealer Desch shows a customer how to use an ironer in his new Billings store.

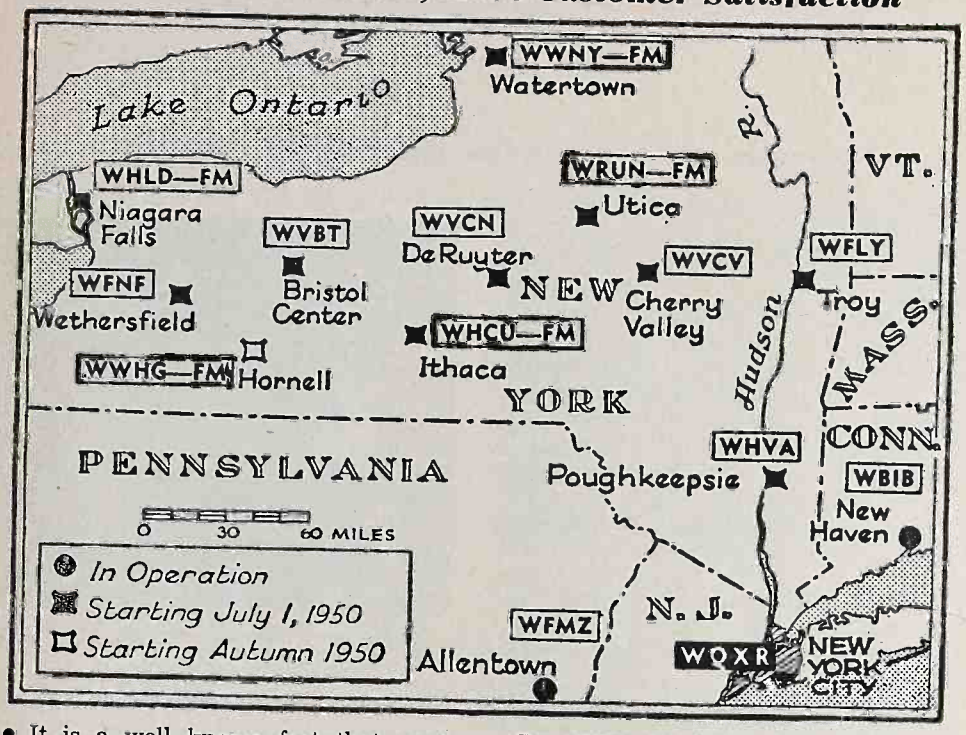
In addition to Norge appliances, Desch's also feature Zenith radios, and Ironrite ironers. A small stock of electric housewares, consisting of percolators, toasters, waffle irons, etc., is carried. However creation of floor traffic is not the prime requisite here. The development of a well known service depa tment is.

Desch's plans concerning trade-ins further emphasizes his regard for customer satisfaction. Through his own experience he is trained to recognize the value of any used appliance. He plans to stay within his profit margin on allowances and, if the item is worthy of repair, recondition it and sell for cost. This resale, however, carries a guarantee as follows: If, at any time during one year from date of purchase the reconditioned item becomes unsatisfactory, full purchase price will be allowed toward the purchase of a new appliance in that category.

It's a new angle for this area but Desch's sales to date have already shown that it works.

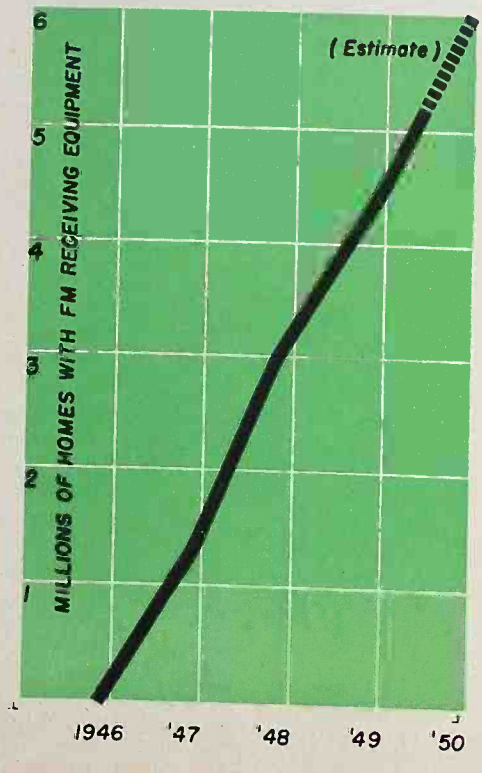
Sell a Complete Radio—With FM

This Important Added Feature Means More Dealer Profits, More Customer Satisfaction



Ten affiliate FM stations of the Rural Radio Network are now broadcasting programs of WQXR, station of the New York Times. WQXR-FM's signal is picked up at Poughkeepsie and passed along to reach every station on the network.

Graph below shows the steady growth of FM sets since the war. Future growth is assured by continuing manufacture of FM-AM table model and console radios and combinations, FM-AM radios included in TV combinations, and straight TV sets with FM (radio) tuning facilities incorporated in the front end. Total homes shown on the graph does not include pre-war sets and "converters" manufactured after the war.



• It is a well known fact that most people are interested in getting "more for their money," and yet it is unfortunately true that many dealers overlook this fact and fail to sell up to the better value. This is especially true of radios (either separate, in combinations, or in TV-combinations). FM is an important "plus" in selling this type of merchandise, and yet is often overlooked, or hastily glossed over. Unlike casters, doors, pull-out drawers and other "features," FM is actually an extra *service* which, when properly explained and demonstrated to the customer, will *help sell* a bigger ticket item.

FM is not a novelty, but a genuine contribution to more pleasurable radio reception. It is not in the limbo of fluctuating standards and new developments, but rather is well-established and standardized and enjoying healthy growth. And it doesn't have to wait for some future date when "everyone will have it." Over 700 FM stations blanket the entire country, and "simultaneous" broadcasts bring practically all AM programs to FM listeners, including the network shows. In addition, many programs originating on FM stations are available which are not heard at all on AM.

But if FM offered only the same amount as AM in the way of service, this would not constitute a selling argument. Actually, FM offers much more, in several ways. These can be lumped together under the two main headings of "better reception" and "better tone quality."

Due to the different nature of FM broadcasting (the technical features of which are pretty generally understood by radio dealers by this time), and to the high frequency at which FM stations broadcast, reception of programs via this medium is virtually untouched by natural and man-made static, fading, and interference. This fact is particularly important in certain areas of the country which have never enjoyed good AM reception, which is defined by the FCC as being free of all detectable interference during 90% of one hour on 50% of the nights in the year.

See Map, Part 2

The map which is included in Part Two indicates the importance of FM in plugging the holes in AM coverage, and bringing good radio reception to many thousands of homes which had never hitherto enjoyed it. This map is the result of an actual recent survey by Caldwell-Clements, Inc., publishers of RADIO & TELEVISION RETAILING and Tele-Tech.

A very important percentage of radio homes do most of their listening on FM, although this fact is not usually registered by such things as Hooper ratings, which only reveal to what show the family was listening, and not by what means.

Keep Customers Sold

An additional technical fact about FM which contributes to the enjoyment of the listener is the "better tone quality" referred to above. FM programs are broadcast with much higher fidelity and much wider dynamic range (making for more life-like reproduction of sound) than is possible on AM. The combination of noise- and interference-free reception with higher fidelity makes for an actual new experience for many set-owners, especially in rural areas where AM reception never was too good.

The American public, when shown the advantages of FM, responds to these sales features, as the accompanying graph of the growing FM audience reveals.

But the selling of FM should not stop at the dealer's floor. To properly insure customer satisfaction and thereby lay the groundwork for future sales due to word-of-mouth advertising, the dealer should make sure that

(*Continued on page 98*)

REL 646-B Super-fidelity FM Receiver



The CRITERION *of* QUALITY *for a* DECADE

FORERUNNER of GREATER THINGS to COME!

FEATURES

- **Complete high-fidelity receiver with 10-watt amplifier; functions best with high quality speaker for high-fidelity reproduction.**
- **Has panel switch for FM reception or phono input and rear terminals for off-the-air tape recording; for playback and microphone input.**
- **Genuine Armstrong FM limiter-discriminator circuit.**
- **Noise-free, static-free and distortion-free in radio reception and playing of tape recordings.**
- **Has RF gain control and signal strength meters calibrated to permit relative field strength measurements.**

Widely adopted as the standard of comparison for high-fidelity FM reception . . . pride of engineers and professional men in every branch of FM radio, broadcasting and recording . . . this magnificent instrument enables the dealer to increase and protect his profits by selling an FM receiver of unparalleled performance — one that is totally removed from the muddle of competitive evils and price cutting.

Model 646-B is a highly versatile receiver whose many uses are appreciated in private homes, research laboratories, sound and recording studios, voice and music schools. Also consulting engineers, clergy, and artists of stage, screen, radio and TV.

So great is the recognition of this REL receiver that, in the natural course of events, it is destined to bring other REL receivers of even wider appeal.

When this happens it will mark another milestone in the 15-year history of REL, whose transmitters and other products have the highest possible standing in these fields:

- BROADCASTING
- MOBILE SERVICES
- TRANSIT-CASTING
- STORE-CASTING
- BUREAU OF STANDARDS
- MICROWAVE RELAY
- MULTI-CHANNEL COMMUNICATIONS
- INDUSTRIAL COMMUNICATIONS
- FOREIGN RADIO SERVICES
- F.C.C. MONITORING STATIONS

For complete details of REL 646-B write to

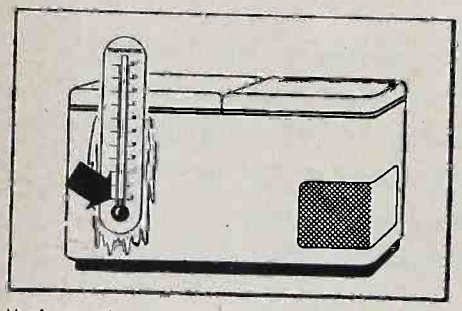
REL RADIO ENGINEERING LABORATORIES, Inc.

Dept. R · 36-40 37th Street, LONG ISLAND CITY 1, N.Y.

Cool Window Displays and Cool Stores

• "Cool" show-window displays extend warm welcomes to the passerby out on the sizzling sidewalk. "Cool Inside" signs, similar to those used by theaters and other places of entertainment, can be used to bring many a shopper into your store. The "Cool Inside" sign tells the man or woman in the street that in such store one may buy in comfort.

The "cool" window display is a sure-fire business puller since it suggests comfort, labor-saving and entertainment for the home.



Mock-up thermometer on food freezer reads "zero." Makes a cooling picture for the passerby.

Using a blue and white color scheme, the dealer can display a wide variety of products, and can work up a number of attractive signs that suggest reasons why the products shown will make for happier, healthier homes. Light blue crepe paper can be used to cover the floor of the show-window. This should be stretched tightly so that it will be smooth. Dealers who use "backs" in windows, can cover present props with the blue paper, or can alternate between blue and white.

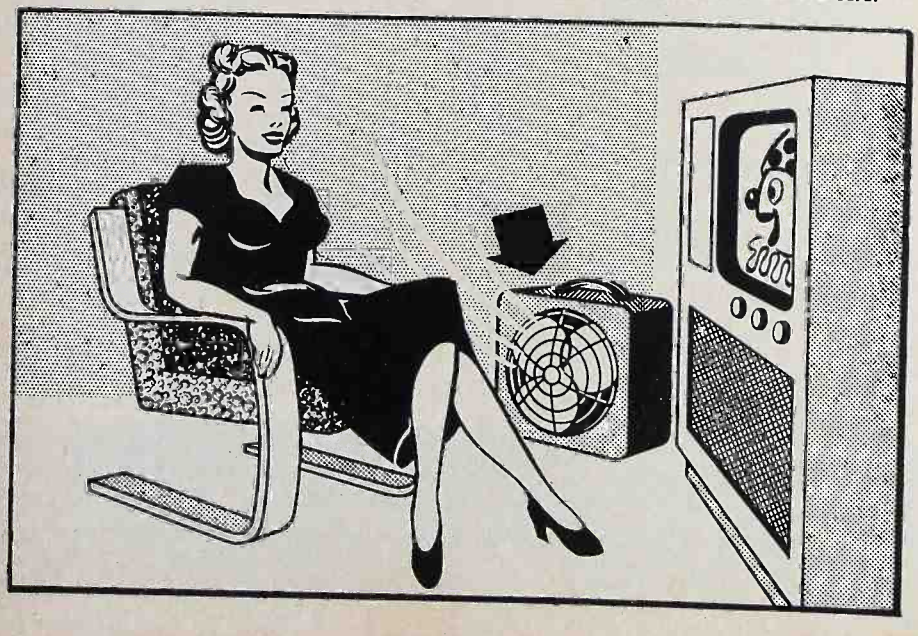
A typical hot weather display can include sparkling white refrigerators, food freezers, and electric ranges, (they're cool to operate in the kitchen) a display of fans and room coolers, as well as portable radios and TV sets. Fans can be used to sell TV sets, or to "sell themselves" to those presently owning television receivers. "Enjoy Television in Comfort", reads a sign on a display showing a TV set and a fan or room cooler. "Baby, It's COLD Inside" reads another sign on a refrigerator, or on a food freezer.

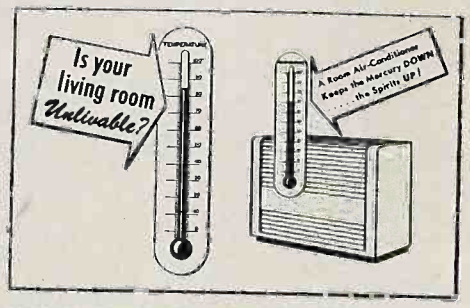
Explain Advantages

Keep plenty of descriptive material around the display of room coolers. Use manufacturer-supplied display cards, and make up some of your own, stressing the fact that *refrigerated, filtered* comfort is provided by these products that bring "Comfort All Day—Restful Sleep at Night."

Point out that room coolers present no installation problems, are quiet to operate, and that they keep homes cleaner because they keep the dust out. A cake of mock-up ice placed on top of or near a room cooler makes a most effective display. Make a frame of wire, covering it with clear cellophane, stuffing the inside with clear, blue and green cellophane, slightly crinkled. The material on the outside can be fastened with tape or acetate cement.

Suggested uses for fans and cooling devices such as this, often point out the comfort to be had in various situations. "Enjoy Television in Comfort" is theme for a lettered card.





Mock-up thermometers show the difference to be had with a room air-conditioner.

A bunch of mock-up thermometers scattered throughout the hot-weather window can stop those people on the sidewalk at times when they are really conscious of the heat. Following are some examples of how the thermometers can be used:

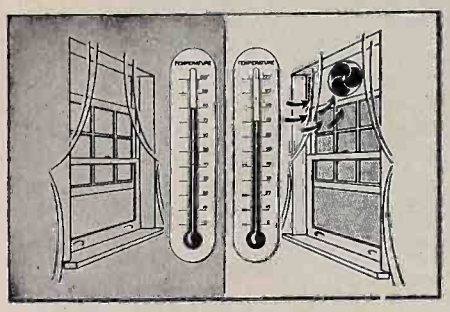
1. On room coolers, the thermometer reads a cool 72 degrees. Or a "before and after" theme may be employed. One thermometer sign reads, "Is Your Living Room UNLIVABLE?," with the temperature shown, say at 85 degrees. An arrow points to another thermometer in front of the room cooler, a sign reading: "A Room Air Conditioner Keeps the Mercury Down—the Spirits Up." A cool 72 degrees is shown on the mock-up thermometer at the room cooler.
2. A thermometer reading zero can be used to plug the food freezer.
3. A before-and-after idea can help you sell more kitchen exhaust fans. Two mock-up kitchen windows are used. One window is open at the top, and the thermometer reads 80 degrees. Sign reads: "*Before* You Install that WINDOW EXHAUST FAN." Arrow points to other window, equipped with a ventilating

Advertise the fact that your store is COOL. This makes a mighty inviting sign in the real hot weather; and brings them into the store.



When the Customer Is Thinking About the Weather, the Dealer Can Do Something About It—and Make More Money

to Up Summer Sales



Plug the "Before and After" theme in showing the difference made by fan or air-conditioner.

fan. Sign reads: "AFTER You Install a WINDOW EXHAUST FAN Your Kitchen Is No Longer a Sweat-Shop." The thermometer on the fan-equipped window reads 72 degrees. (To play safer, you may not want to show actual figures on the window ventilators. Unless fans of adequate size are used, favorable results can not be looked for.)

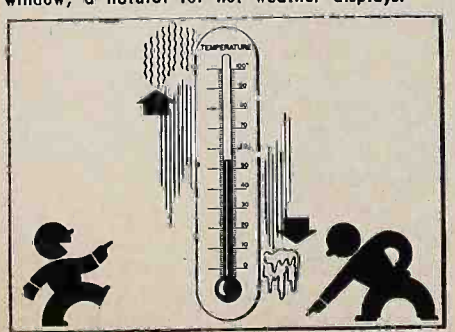
4. The thermometers can be used with portable radios, too. A small simulated beach scene can be set up alongside the carry-about set, with the thermometer reading 72 degrees. Sign is lettered as follows: "TAKE ME WITH YOU WHERE IT'S C O O L!"

Of course, there are many variations to the thermometer theme. More ambitious window-dressers can make "live" thermometers through use of solenoids or relays. Such devices can be made to have red "mercury" sections that rise and fall dramatically.

Moving Displays

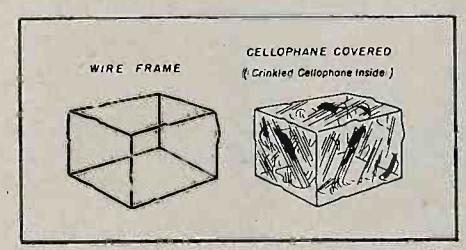
Motion is a must in the hot-weather window. Streamer-equipped fans of all types can be used to simulate cool breezes. A "mountain lake" resort display can be used effectively to get some real action. (See December, 1949 issue of this magazine for details.)

An "action" sign such as this puts life into your window; a natural for hot weather displays.



A traffic-stopping refrigerator display can be set up as follows: In front of open door of refrigerator place a table showing a couple of cool, tall "drinks", equipped with straws, and an ice tray filled with sparkling cubes. The "drinks" are made of colored water, and the ice is made of crinkled cellophane. The ice in the trays is also made of cellophane, cut and fitted to simulate ice cubes.

In addition to "cool" window displays, the dealer must have a cool store. If he does not have air-conditioning, he should set up an adequate number of electric fans so that those who come in as a result of the hot-weather suggestions shown in the window, can buy in comfort. As previously suggested in this article, the "Cool Inside" theme should be featured via big letters on large signs. This technique works for many places of business, and should by all means be employed by the dealer who sells hot weather products.



A wire frame, covered with clear cellophane, stuffed with crinkled clear, green and blue cellophane, makes an attractive cake of ice.

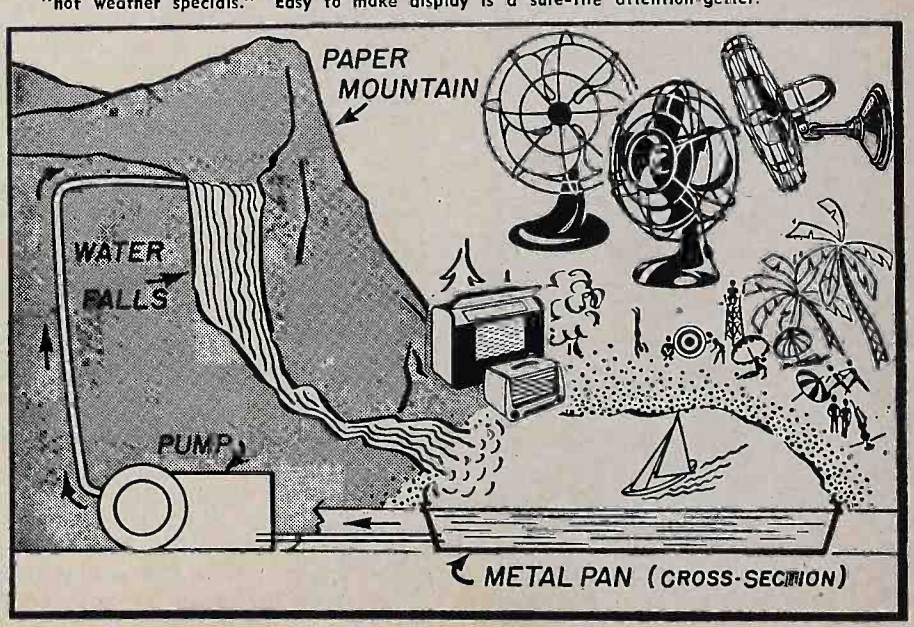
The merchant who offers his sweltering customers a cold, refreshing drink, even if it's nothing more than ice water, from a refrigerator will make many friends at a small cost. This stunt may well be used to demonstrate the "cool" idea effectively. Keep one of the refrigerators stocked with soda pop or iced water, and urge customers, via signs, etc., to "help themselves" to a cool, refreshing drink. Signs on the refrigerator itself can point out the various features, such as, "Notice the large ice cube trays," or "This section will hold — one-quart milk bottles," etc. This is one way to give a demonstration that really drives home the point.



Any mention of the word COOL or COLD will gain interest on those hot, humid days.

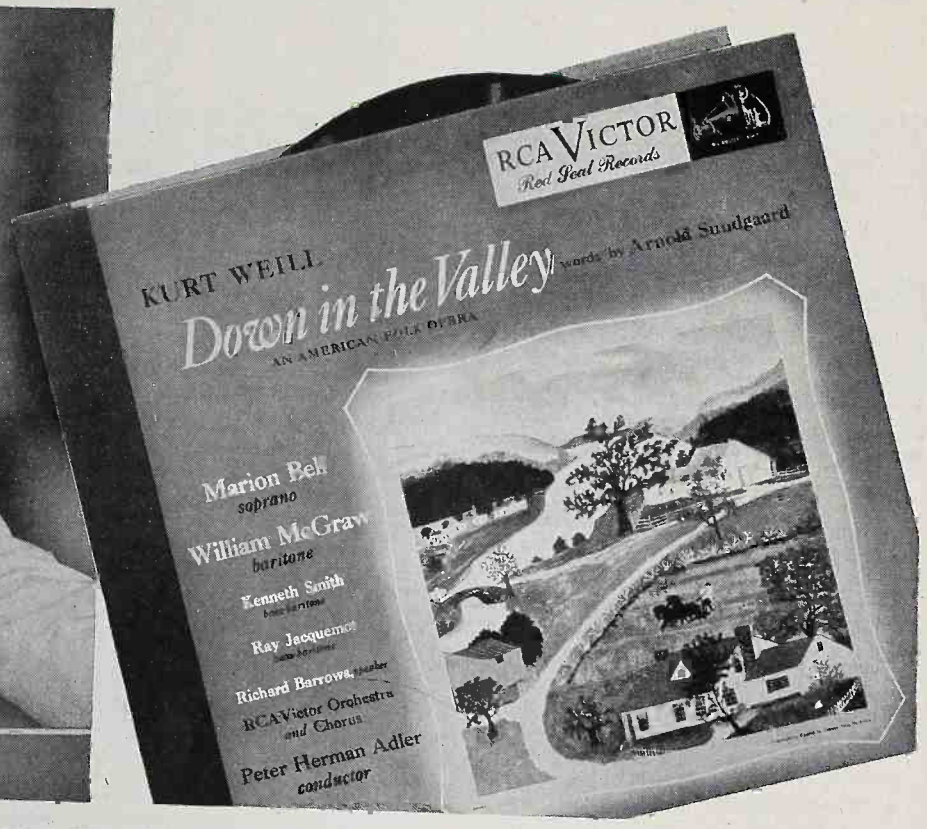
With the extreme hot weather already at hand, every merchant needs to get the most he can in sales of those products which bring comfort and healthier living to his customers. "Hot" ideas in "cold" show windows, and a cool store will help him increase his volume of sales during the period when he needs that extra business.

A good window display to point out the refreshing coolness to be had with your "hot weather specials." Easy to make display is a sure-fire attention-getter.



Latest Records for Greater Summer





"Tony Martin's Dream Girl" is the title of Tony's latest **RCA VICTOR** album, which includes lyrical tributes to Ramona, Laura, Dolores, Rosalie, Sweet Sue and Diane. (Tony Martin, above.)

RCA VICTOR Red Seal releases for July include the following albums: Mozart Symphony No. 33 in B-flat by the Boston Symphony orchestra under the direction of Serge Koussevitzky (recorded at Tanglewood, Lenox, Mass.), 3 12-inch 78 RPM records or 3 7-inch 45 RPM records; Beethoven Sonata in C, Op. 102 No. 1, Artur Schnabel at the piano, Pierre Fournier, cello (recorded in England), 2 12-inch 78's or 2 7-inch 45's; and Beethoven Sonata in E-flat, Op. 31, No. 3, Artur Rubinstein pianist, 3 12-inch 78's or 3 7-inch 45's. A new single record by the Boston Pops orchestra under Arthur Fiedler features Thais, Act II: Meditation, backed by Handel's Largo. Leopold Stokowski conducts his symphony orchestra on a single record of Debussy's Clair de Lune.



The **MGM** kiddie album featuring Tom and Jerry, cat-and-mouse team of MGM cartoon fame, has been dubbed "Tom and Jerry at the Circus," and is the first in a projected series of tales centered around the cartoon stars. The "Circus" set has a 15-page story book illustrated in full color and containing the text of the tale bound into the album. Display and exploitational tie-ins have been arranged with theatres showing the Tom and Jerry cartoons.

David Rose, (left) composer, arranger, orchestra leader and **MGM** recording artist, has another one of his original compositions on wax. Titled "American Hoe Down," it's a cheerful, peppy arrangement, weaving a folksy square-dance theme with symphonic jazz. The other side is the ballad, "Time and Time Again."

New artists signed by **MGM** include female vocalists Joan Shaw and Trudy Richards, male vocalist Billy Williams, the Ted Straeter orchestra for dance band sides, and the Kirby Stone quintet a jazz group. Miss Shaw, a vocalist with a style influenced by progressive jazz, will be given a build-up by MGM. Her first release couples "Deceiving Myself" with "Peace of Mind."

The **RCA VICTOR** Red Seal album of Kurt Weill's American folk opera "Down in the Valley," which has been met with enthusiastic acceptance since its release, features an attractive album cover illustration which is a reproduction of the painting, "Spring in Evening" by the well known contemporary American painter Grandma Moses. The painting is on exhibit at the Galerie St. Etienne in New York City, by whose permission it was used by RCA Victor.

Stan Kenton's "Innovation in Modern Music" on **CAPITOL RECORDS** (EDL-189) has been hailed as his most ambitious, inspired effort to date, and has been registering overwhelming sales acceptance around the country. The LP disc consists of several new compositions and arrangements by Stan and members of his 40-piece aggregation, which includes June Christy, strings, oboes, flutes and bongos. The disc is an important contribution to modern music for serious listening, and should prove to be a "standard" for steady, long-term sales.

Twelve new artists have been added to **COLUMBIA RECORD's** masterworks, popular, folk music and children's rosters. In the masterworks

Disc Sales



division, Columbia has signed the versatile star of opera, concert stage, radio and motion pictures, Miss Dorothy Kirsten. Cellist Leonard Rose, solo flutist William Kincaid and the thirteen year old violin prodigy Michael Rubin have also been added. Three rising young vocalists, Guy Mitchell, Tony Bennett and Russ Emery have been signed to record for the popular division. Abe Burrows, CBS personality and song stylist, and Bill Lawrence, featured on Arthur Godfrey's programs, have also joined that division. In the popular instrumental category, Columbia has signed the organist Ken Griffin. Newest folk music artist to be added to the Columbia roster is violinist and string band leader Johnny Hicks, currently featured on station KRLD, Dallas. The children's division has signed Rufus (Rufe)) Davis, well known movie comedian and hillbilly artist.

Georgia Gibbs in a recording session, with Jimmy Hilliard of **CORAL RECORDS** and Max Kaminsky, famous Dixieland trumpeter who led his band on her first Coral release, the very successful "If I Knew You Were Coming I'd Have Baked A Cake." Georgia's latest releases for Coral are "A Simple Melody," with Bob Crosby and his orchestra, and "Razz-A-Ma-Tazz."



Prompted by the success of its "LP Dance Parade" disc series, initiated a year ago, **COLUMBIA RECORDS** has introduced a new series titled "Dance Dates". On LP records only, the new series is designed to correspond to the conventional 15-minute dance set played in ballrooms, with no interruption between numbers.

Each 10-inch LP disc will contain up to 30 minutes of music by one band. Selections included have been recorded especially for this series and have never been released before by Columbia. The first four albums feature the bands of Xavier Cugat, Les Brown, Tony Pastor and Hal McIntyre. With these four discs, Columbia brings to a total of 35 its catalog of LP recordings featuring dance bands. The promotion campaign for the Dance Date series, which has already been initiated, includes radio, TV, trade and co-op newspaper advertising, display and point of sale material.

Lauritz Melchior, (right) star of the Metropolitan Opera, with Jane Wilson in a recording session for **DECCA's** album of Sigmund Romberg's famous operetta "The Student Prince." Also featured on this album are Lee Sweetland and Gloria Lane, with the chorus and orchestra under the direction of Victor Young.

Ethel Merman has signed a 3-year exclusive contract with **DECCA**. Alfred Drake, star of **"Kiss Me, Kate,"** has also been signed, and is available on the Decca recording of the Kurt Weill musical play "Down in the Valley."

The **DECCA RECORD** firm and the American Book Company have joined hands to create and produce educational materials. In this endeavor, a new jointly owned and managed firm, Audio Education, Inc., has been formed. Records initiated by Audio Education, Inc. will be developed as an integral part of the instructional program of schools, will be manufactured by Decca, and distributed to schools by the American Book Co. The first release is a set of five albums of records designed for use in conjunction with "The American Singer Series," music books for grades two through six.



New TV and Radio Sets

This and following pages describing manufacturers' new merchandise are compiled by our editors. This information is presented as a news service to our readers entirely without any advertising consideration whatsoever.

Bendix NEW LINE

A new line of television receivers has been announced. Comprised of 5 new models, the line includes the following: model 2051, 14" table model, $199.95; model 3051, 14" console, $239.95; model 6003, 16" console, $279.95; model 6001, 16" console with doors, $299.95; and



model 6100, shown here, 16" radio-phono combination, $449.95. All sets in the new line are mahogany finished and all feature the rectangular faced tube. Bendix Radio Div. of Bendix Aviation Corp., Baltimore 4, Md.—RADIO & TELEVISION RETAILING.

Starrett SUMMER SETS

Shown is model #150, a 12½-inch table model TV set in mahogany cabinet, listing for $139.95. Similar model in luggage finish lists for $129.95. These models lead off the summer line, which includes model 175, 12-inch consolette,



at $179.95; model 201, 16-inch consolette, at $189.95; and model 250, 16-inch consolette, at $219.95. Starrett Television Corp., 601 W. 26th St., N. Y. 1, N. Y.—RADIO & TELEVISION RETAILING.

Industrial REMOTE CONTROL TV SETS

Three new remotely controlled TV sets have been added to the company's line. Two are home models, the 248 and the 348. Incorporating black 16" and 19" tubes, they list for $449.50 and $595, respectively. The third model is a 19" commercial set. Known as model IT-58R, it is priced at $660. Industrial Television, Inc., Clifton, N. J.—RADIO & TELEVISION RETAILING.

Capehart "GEORGETOWN"

A console television receiver, the "Georgetown," has been added to the line. Featuring the CX-33 chassis, it is housed in an 18th century styled mahogany cabinet with doors. Picture tube is 16". List price is $379.95. Capehart-Farnsworth Corp., Fort Wayne, Ind.—RADIO & TELEVISION RETAILING.

Magnavox "PROVINCIAL"

Recent addition to the television line is the "Provincial," radio-phono-TV combination, available also as a radio-phono with TV to be added later. Features AM-FM radio, 3-speed phono and 16-inch rectangular tube TV. Magnavox Co., 2131 Beuter Rd., Fort Wayne 4, Ind.—RADIO & TELEVISION RETAILING.

R.A.C. "POLIC-ALARM"

A new FM radio has been announced, designed to receive police calls, fire fighting calls, railroad, bus and maritime signaling. Called the "Polic-Alarm," it is claimed to be the only unit of its kind on the market. Model PR-8, for 152-162 megacycles, lists for $39.95; model PR-31, for 30-50 megacycles, lists for $49.95. Radio Apparatus Corp., Franklin Square Theatre Bldg., Indianapolis, Ind.—RADIO & TELEVISION RETAILING.

Walco TV FILTER

A "Daylight Black" filter, designed to give results similar to the new "black" TV tubes. Available in sizes to fit 10, 12, 16 and 20-inch tubes, priced from $2.50 to $5.50. Falco Products, Inc., East Orange, N. J.—RADIO & TELEVISION RETAILING.

Searchmaster GEIGER COUNTER KIT

A complete kit for building a Geiger counter is offered. Contains all parts necessary for building the instrument, which will detect both beta and gamma rays. List price: $29.95. Science Kits, Ltd., 5514 Hollywood Blvd., Hollywood 28, Calif.—RADIO & TELEVISION RETAILING.

Webster Electric TAPE RECORDER

A portable tape recorder known as the Ekotape Pla-mate has been introduced. Using a 3¾" per second tape speed and twin track recording, it records one hour on a 5" reel, two hours on a 7" reel. List price is $156.50, complete with microphone and cord. Webster Electric Co., 1900 Clark St., Racine, Wisc.—RADIO & TELEVISION RETAILING.

Admiral TV COMBO

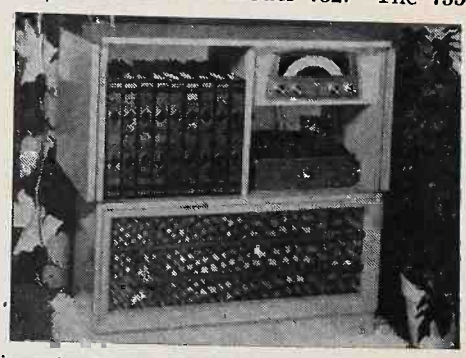
A new AM-FM, 3-speed phono, 16-inch TV combination set has been announced. Shown here in walnut (36R45), it is available also in ma-



hogany (36R46) and blond (36R47). List price is $379.95. Admiral Corp., 3800 Cortland, Chicago, Ill.—RADIO & TELEVISION RETAILING.

G.E. RADIO-PHONO

Shown here is the new G.E. radio-phono combination, model 753 (blond), with FM-AM radio and 3-speed changer. Also available in mahogany veneer cabinet as model 752. The 753



is priced at $239.95, the 752 at $229.95. General Electric Co., Receiver Div., Electronics Park, Syracuse, N. Y.—RADIO & TELEVISION RETAILING.

Eagle TV LAMPS

Designed for TV viewing, this lamp beams diffused light upward, cutting down glare on the TV screen. Available in four colors, it has a felt padded base and stands 8¾ inches high. Up to 100 watt bulb may be used. List price: $5.95. Eagle Mfg. Co., 3508 Avalon Blvd., Los Angeles 11, Cal.—RADIO & TELEVISION RETAILING.

Standard TV CABINET

A three way combination console cabinet, with doors, has been announced. Regency styled, designed for 16 or 19 inch tube sets, the cabinet is available in walnut, mahogany or blonde. Standard Wood Products Corp., 43-02 38th St., L. I. C. 4, N. Y.—RADIO & TELEVISION RETAILING.

ANCHOR

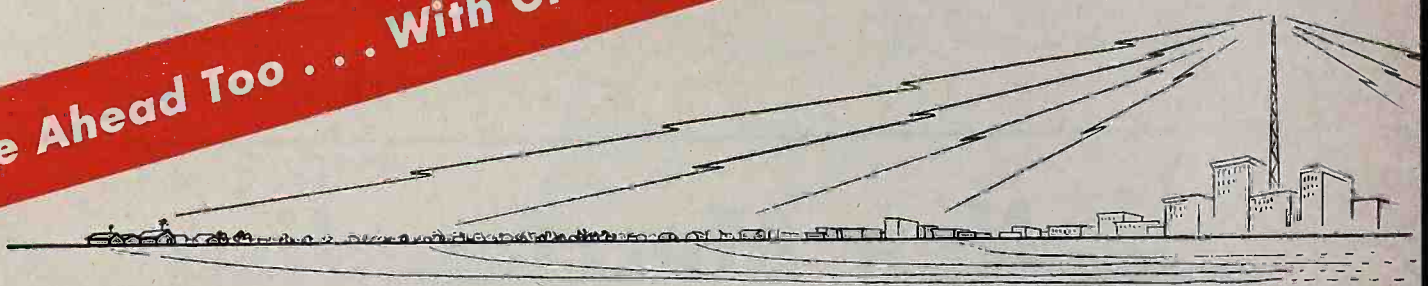
Ahead Again



lew 2-Stage Pre-Amplifier ncreases Original TV Signal trength 5 TIMES

LIST PRICE $44.95

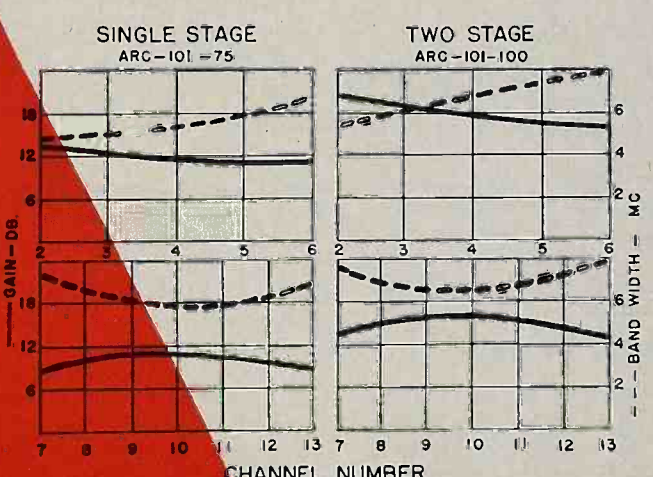
u'll be Ahead Too . . . With Greater Profits Than Ever!



ANCHOR'S NEW 2-STAGE BOOSTER NOW Enlarges Your TV Market for Sales to Thousands of New Suburban and Fringe Area Residents

In 1949 the ANCHOR Single Stage BOOSTER improved television reception for 1 out of every 4 TV Set Owners. Thousands of apartment dwellers, suburban and fringe area residents the nation over demonstrated their preference by making ANCHOR the Number One BOOSTER in sets sold. ANCHOR developed this recognition only through its own top-notch performance by being able to deliver sharp snow-free pictures in most difficult conditions. Now ANCHOR has added the new Two Stage BOOSTER to their line to bring television, and the finest television reception, to everyone. The New ANCHOR Pre-Amplifier Will Out-perform Any Two Stage BOOSTER on the market.

NCHOR'S erformance urves have ever been hallenged. ndisputed aboratory sts prove that e ANCHOR wo Stage OOSTER creases the riginal TV gnal strength TIMES.



- *Single Knob Construction allows switching and tuning with a flick of the wrist.*
- *Radically new switching of tube and circuit components.*
- *Modernly styled with streamlined plastic escutcheon. Soft mahogany leatherette finish.*
- *Most stable non-regenerative unit available. The unit that is not returned.*

ANCHOR ENGINEERING ALWAYS A YEAR AHEAD!

ANCHOR RADIO CORP.

2215 SOUTH ST. LOUIS AVENUE CHICAGO 23, ILLINOIS

ANCHOR RADIO CORP

FCC Chairman Coy's Tribute to FM before RMA*

FM's superiority over AM is as unchallenged as ever — freedom from static, noise and fading; with day and night operation and high fidelity and with many more high power stations of uniform range so that competition must be on the basis not of power but of programming.

With FM we can give American communities more local stations to serve their local needs; and stations that will reach far, far beyond their present AM stations, with a clear, loud signal and with stations that aren't blacked out at sunset.

It is a startling but true fact that a Class B FM station can cover from 300 to 500 times the area now served by many local channel AM stations at night.

FM has had a rough time.

Unmet Demand for FM

Only a handful of broadcasters are showing a profit or are near a profit status. They complain that networks treat FM as a stepchild; that they refuse to affiliate with FM stations even though FM stations provide additional coverage, particularly at night; that networks have never provided proper, high fidelity inter-city network lines. And they complain that manufacturers have not produced easy-to-tune, stable and cheap FM receivers; that manufacturers are so preoccupied with television that there is a substantial unmet demand for FM receivers in many communities.

The FM members of the National Association of Broadcasters have asked manufacturers to install FM tuners in all television sets. The circuitry of FM is such, I am told, that it can be added to the TV set at comparatively small cost. In TV sets which have continuous tuning the cost would be negligible.

This would mean that FM set production could ride TV piggy-back up the ladder of success. Every television market would, therefore, automatically become an FM market. At this stage of television's development when daytime service is limited, such an arrangement would make it convenient for the set owner to snap on the FM when television is not on the air. Whenever a manufacturer sells a TV-only set as the principal receiver in the home he is slamming a door on aural radio.

Such an innovation by the manufacturers would be a tremendous spur to FM while being an extra sales argument. Rendering this service would be a splendid example of manufacturing in the public interest.

Coverage and Popularity

And here is another significant fact: FM, despite its many growing pains as an infant service, has in these five postwar years grown to more than 700 stations that give the nation more total nighttime coverage than is given by all the regional and local AM stations after AM's quarter of a century existence. The area covered by these stations holds 100,000,000 people.

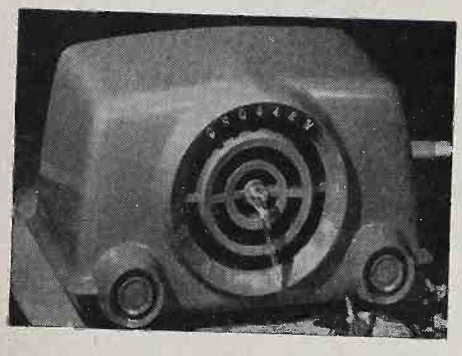
A survey just completed in New York City shows that there are now three times as many sets with FM as there were two years ago and furthermore that the number of families actually using their FM sets has also tripled. It also found that more than 10 per cent of all the homes are using their FM sets in preference to AM.

* At Stevens Hotel Convention, Chicago, June 8, 1950.

New Merchandise

Crosley TABLE RADIOS

A new table model radio, featuring "dynamic" styling, has been announced. This new set, shown here, is available in white, blue, green, red, black and chartreuse. It measures 6⅛" x 10" x 6$\frac{3}{32}$". List price is $24.95 in zone I, $25.95 in zone II. Another radio, a personal portable introduced for the summer market, is the Riviera. Available



in blue, green, red, brown and black, the set features on-off operation automatically as the lid is raised or lowered. This 3-way set lists for $44.95 in zone I; $46.95 in zone II. Crosley Div., Avco Mfr. Corp., 1329 Arlington St., Cincinnati, Ohio.—RADIO & TELEVISION RETAILING.

Stewart-Warner Sets

A three-way portable radio and a 12½-inch TV set have been announced. The portable, called the Turnabout, is model 9153-A priced at $39.95. The TV set is a console with FM-AM radio. Designated model 9113-A, in mahogany cabinet, it lists for $299.95. Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Arvin TABLE RADIOS

Two new series of table radios have been introduced, model 450 and 451, and model 460 and 461. The 450 is priced at $19.95; the 451, in ebony, ivory, sandalwood or willow green, $24.95. The 460, in ivory, sandalwood or willow green, is $34.95, and the 461, in rosewood, is $29.95. Noblitt-Sparks Ind., Inc., Columbus, Ind.—RADIO & TELEVISION RETAILING.

Philco 16-INCH TV SET

A new table model TV set, the 16-inch model 1606, has been added to the line. Cabinet is mahogany veneer. A mahogany door covers the control panel. Price is $269.95. Philco Corp., C & Tioga Sts., Phila. 34, Pa.—RADIO & TELEVISION RETAILING.

Jackson CHASSIS

Two radio chassis are offered, model J 100, 7-tube AM set, and model J 200 8-tube FM-AM set. Television chassis include model J 12, 12½-inch model, model J 14REC, 14-inch rectangular set, model J 16REC, 16-inch rectangular set, and model J 19, 19-inch set. Also offered are an assortment of television cabinets in a variety of sizes. Jackson Industries, 500 East 40th Street, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Shurack PHONOS

A new line of portable phonographs has been announced. Heading the line is a single speed manual model listing for $17.95. A second model, a 3-speed manual unit, with single needle for all speeds, is available in two versions: larger size with tone control for $34.95, and smaller model without tone control for $29.95. Completing the line are two automatic 3-speed changer models, available with either G.I. or V-M changers. This lists for $69.95. All are available in a variety of colors, in leatherette cases. Irving B. Shurack, Inc., 1133 Broadway, N. Y. C.—RADIO & TELEVISION RETAILING.

Announcing

17 Brand-New RCA VICTOR TELEVISION MODELS

at your RCA VICTOR distributor July 6th

BIGGEST Sell-Up TV line in HISTORY

they're all "M. - P."

RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA

RCA VICTOR—*World Leader in Radio . . . First in Television . . . First in Recorded Music*

Your Servicers Can Help Sell More Refrigerators

Big Replacement Business Potential—Get Your Share

• Along about this time a flock of old refrigerators are breaking down under the strain of extra work imposed by extremely hot weather, and under such conditions the *enterprising* merchant can make many replacement sales.

A systematic sales technique tied in with all *service calls* on old refrigerators will pay off. The plan is simple. All the dealer has to do is to make a forthright attempt to replace each old unit he's asked to repair.

The first step to take is to enlist the help of the service department, and to set up some sort of incentive plan under which men can be reimbursed for leads. In order to justify paying the men a commission for helping to make sales, the servicer should be required to start the ball rolling by suggesting to the customer that it will be to the owner's advantage to replace the old refrigerator. Having done this, the repair mechanic can offer to send a salesman to quote prices, arrange trade-in, terms, etc.

In cases where the customer tells the servicer he's "not interested" in replacing a worn-out refrigerator, the dealer can, in quoting estimated repairs, again offer the suggestion to buy a new box, making certain that he can present some figures showing the wisdom of such replacement. And it is always convincing to have at hand the total amount of money the owner has spent keeping the old refrigerator going. Though such after-examination calls can be made over the phone, a personal call by a salesman is usually more effective.

Follow Service Calls

The dealer who makes a genuine effort to put a new refrigerator in every home needing one, will systematically follow up for possible sale each and every service call coming into his store, and he'll do this whether he does his own servicing or "farms" it out.

There's more to it than just upped sales volume in this drive for refrigerator replacement business, for, in many instances the sale of a brand-new refrigerator is a two-way grief-saver. First, it saves the customer worry and expense, and second, it saves the service department a lot of headaches because trying to keep some old, broken-down unit alive and gasping is a back-breaking job, and is seldom a profitable one, either.



For the owner who kicks about paying a bill for repairs on a refrigerator that has outlived its usefulness, the dealer has a real sales message—"replace it and save money."

To get back to the employment of servicers as suppliers of leads, and even as salesmen, many a merchant will tell you he can't do anything like this with his mechanics. Maybe he feels that they are not qualified, or perhaps he thinks they will not be willing to dig for sales out in the field. Maybe he takes it for granted that they are just repairmen period.

Let's see how combination service-salesmen are working for one dealer.

A big store employs seven outside mechanics; two inside salesmen. The "mechanics" in this store are salesmen, but they weren't always. Just before the war, this firm had five salesmen and three outside mechanics. The management found that a great many leads, and even a number of closed sales were coming in via the repairmen. Some of such leads and sales were turned over to the management; others were given to the salesmen by the servicers, who in turn slipped the lead-furnisher part of their commissions.

The owner finally decided that it was his function to run his own organization; took a new look at his mechanics, hired some more good men, making a total of seven, and reduced his sales-force to two men. He then commenced sales-training his repair force. He reasoned that such men, answering service calls, had obtained without difficulty what every salesman strives for—an open door and a cordial welcome on the part of the householder.

"I commenced looking at my repair staff in a new light," this dealer told us. "There wasn't any real difference between them and the men I hire as salesmen, so I called a meeting and explained that I wanted to put them on an incentive plan under which they could make more money. I told them that the customers have faith in what the servicer says because he knows what he's talking about. We then held a series of sales training meetings attended by the servicers and the salesmen, at which time I outlined a reimbursement plan, and set up a program for closer liaison between the sales and service departments.

"The next step," the dealer went on, "was to equip my mechanics with attractive uniforms to be worn in the outside field only. (This dealer's mechanics also take turns working in the shop.) I urged the men to keep their outfits clean and bright. Next I furnished the 'service-salesmen' with attractively lettered new trucks."

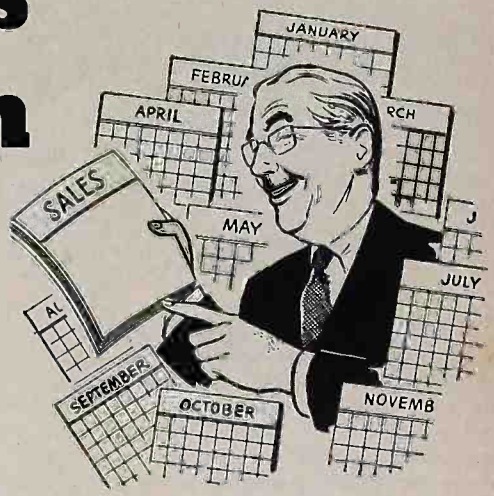
Commission Plan

Asked about compensation, this merchant said that he did not reduce or change the pay rates for his mechanics, but offered them a commission plan in addition to their pay. His servicers have prospect cards as do his salesmen, and combination deals worked on by a store salesman and a servicer are figured out on a cooperative basis agreeable to both sides.

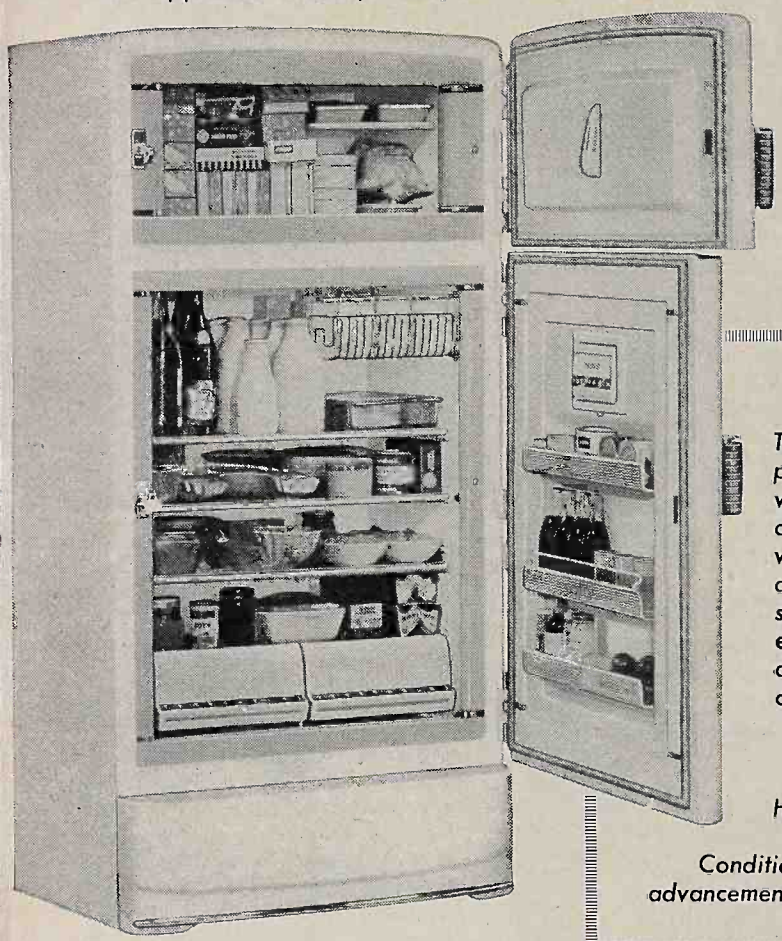
One of this dealer's expert refrigeration men is a college graduate; two others finished courses at technical

(*Continued on page* 97)

Set Profit Records Every Month with Hotpoint!



Progressive dealers who merchandise the Hotpoint Home Appliance line in its entirety (every major unit for the complete electric kitchen and home laundry) have a greater variety of timely merchandise to stimulate sales every day of the year. Moreover, they are assured of the latest and best in advanced appliance styling backed by one of the greatest names in the appliance industry. Hotpoint's new Super-Stor Combination Refrigerator is but one of Hotpoint's many outstanding achievements proving the realism of that statement.



If you are not already stocking, displaying and demonstrating the bigger, more complete Hotpoint line—if you are not cashing in on Hotpoint's leadership and nation-wide reputation—if you are not taking advantage of the more modern, faster-selling type of appliance franchise—the HOTPOINT Full-Line Franchise—you are undoubtedly losing sales that should be yours. For full details, see your Hotpoint Distributor.

Super-Stor Combination Refrigerator

To help make 1950 your greatest profit year, Hotpoint proudly presents its Super-Stor, the world's most convenient and complete combination refrigerator . . . one of the reasons why the Hotpoint Full-Line Franchise is so valuable. This engineering masterpicee, kitchen planned and expertly designed for greater utilization of storage space, is the talk of the industry. Hotpoint's famous **eight zone storage pattern** *brings 72% of all storage space within Finger Tip Reach . . . a feature you can enthusiastically merchandise.*

Many Other Advancements

Hotpoint's No-Defrost Refrigerator, Real Food Freezer, Door Shelves for small, hard-to-store items, Butter Conditioner with Spread Control and 49 other proved advancements add up to super-refrigeration in the modern Manor.

Switch to Hotpoint!

for YEAR 'ROUND Profits!

Hotpoint Inc.

(A General Electric Affiliate)

5600 West Taylor St., Chicago 44, Illinois

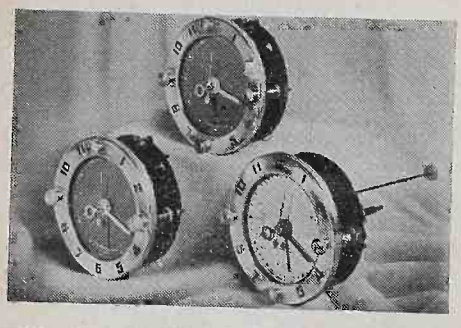
RANGES • REFRIGERATORS • DISHWASHERS • DISPOSALLS® • WATER HEATERS
FOOD FREEZERS • AUTOMATIC WASHERS • CLOTHES DRYERS • ROTARY IRONERS • CABINETS

New Appliance Products

This and following pages describing manufacturers' new merchandise are compiled by our editors. This information is presented as a news service to our readers entirely without any advertising consideration whatsoever.

Sessions CLOCKS

Shown here are pictures of three models in the new line of switch clock movements. At top: model W-31, with Sleep-Selector, to turn any appliance on for a given period of time up to 90 minutes; at bottom left: model W-26,



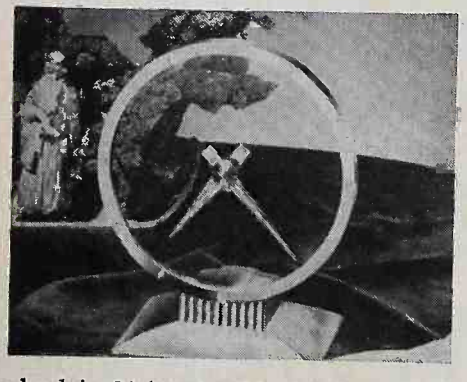
with just "on" switch; bottom right: model W-33, with Sleep-Selector and controls for setting mounted at the back. All clocks are equipped with a 15 amp. switch. The Sessions Clock Co., Timer Division, Forestville, Conn.—RADIO & TELEVISION RETAILING.

Swivelite LAMPS

A new line of Swivelite display fixtures has been announced. Provides free-floating 360° horizontal and 170° vertical directional focus. Remains positioned without set screws or wing nuts. Shell is porcelain. Amplex Corp., 111 Water St., Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING.

Jefferson CLOCK

A new electric clock, shown here, with a transparent crystal dial, has been announced. Called the "Golden Hour," it has a ½-inch thick face,



edged in 24 karat gold plated numeral ring and base. Numerals and hands are treated with radium. Jefferson Electric Co., 900 25th Ave., Bellwood, Ill.—RADIO & TELEVISION RETAILING.

Hotpoint DISHWASHER

A new automatic electric dishwasher sink has been announced. Called model MC16, it features a built-in electric dryer. Also available as the model MCP16, a pre-plumbed unit, and with the model MD5 Disposall. As the model MC15 and MC14, the washer is available separately, for installation among or under existing cabinets. Hotpoint, Inc., 5600 W. Taylor Street, Chicago 44, Ill.—RADIO & TELEVISION RETAILING.

Feather-Way IRONS

A new electric iron has been announced to retail for $9.95. Another iron is also offered, a steam iron, which may be used as either a steam or dry iron. It features an automatic safety valve for steam operation. American Thermo Appliance Co., Grafton, Wisc.—RADIO & TELEVISION RETAILING.

"Klamp-On" IRON REST

A new ironing accessory has been introduced. It attaches to any ironing board and provides a resting place for any type iron. Prevents iron from tipping over and from burning the pad or table. Equipped with a 6-foot cord and plug. Arrow Aluminum Products, Inc., N.Y. 18, N.Y.—RADIO & TELEVISION RETAILING.

Kelvinator FREEZERS

Recently introduced is this new line of chest type food freezers. The four models in the new line are: FL-6, six



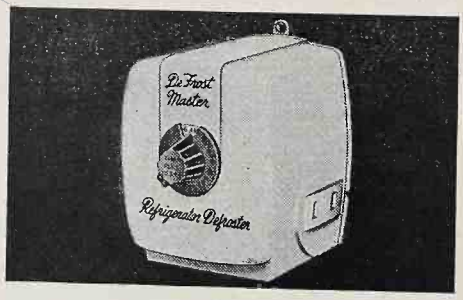
cubic ft. size, shown here, priced at $239.95; FR-92, 9.3 cu. ft., at $339.95; FR-122, 12.8 cu. ft., at $389.95; and FR-202, a 20 cu. ft. model, priced at $564.95. Prices include manufacturer's five-year warranty. Kelvinator Div., Nash-Kelvinator Corp., Detroit 32, Mich.—RADIO & TELEVISION RETAILING.

Remington AIR CONDITIONERS

Four new models have been announced. The Overton (model 12) is a 1¾ H.P. unit; the Director (model 10), 1¼ H.P. Both of these are console models which supply filtered warm or cool air. Available in mahogany or avodire. The Professioned (model 8), is a ¾ H.P. unit; the Bedfellow, ½ H.P. These two, for AC only, are window models. Remington Air Conditioning, Div. of Remington Corp., Cortland, N. Y.—RADIO & TELEVISION RETAILING.

Philtain DEFROSTER

An automatic refrigerator defroster has been announced. Called the De-Frost Master Defroster, the unit is housed in a white plastic case. List



price is $9.95. Philtain Electric Corp., 2131 S. Fairfield Ave., Fort Wayne 6, Ind.—RADIO & TELEVISION RETAILING.

Plexoline LIGHTS

Recently announced is a new line of fluorescent light fixtures. Comprised of three basic units (linear sections, circular accent units, and adapter fittings) the new lights are designed to be installed according to many different patterns. The circular spotlight sections are available in 15" diameter for use with the 2-light system, or 21" diameter for use with the 4-light system. Day-Brite Lighting, 5408 Bulwer Ave., St. Louis 7, Mo.—RADIO & TELEVISION RETAILING.

Telechron CLOCKS

Two new electric clocks, the "Advisor" (kitchen clock) and the 'Telebell" (alarm clock), have been added to the line. Both are self-starting. The "Advisor" has a white plastic case with colored dial and pierced numerals. It lists for $5.95. The "Telebell" has an ivory plastic case and a sweep second hand. It lists for $4.95. Telechron Corp., Ashland, Mass.—RADIO & TELEVISION RETAILING.

Music Master means More Money!

STOP WISHING! and START SELLING...

Music Master TONE PROVEN Phonographs

MODEL 151

Single Speed De Luxe Phonograph

Model 251 U. L. Approved



Smartly styled luggage type cabinet—covered in assorted colors of fine wide grain alligator leatherette—padded and saddle stiched top. • Lightweight gold finished tone arm — high fidelity crystal cartridge • High quality powerful amplifier • Alnico #5 dynamic speaker • Separate tone and volume controls • NO shock hazard • Size: 14½" x 12" x 5" • Shipping weight: 10½ lbs.

MODEL 156

3 Speed De Luxe Phonograph

Model 256 U. L. Approved



•Unique in design—unusual in appearance—the different phonograph—genuine top grain leather binding around — handsome sun tan rawhide leatherette case • De Luxe super powered amplifier—2 amplifier tubes plus rectifier • Full range tone and volume controls • Super powered Alnico #5 dynamic speaker •Featherweight tone arm utilizing a precision ground universal all-purpose all-speed needle • Precision built heavy duty 3-speed motor • NO shock hazard •Size: 14¾" x 12¼" x 5¾" •Shipping weight: 12 lbs.

MODEL 157

3 Speed De Luxe Phonograph with Dual Needles

Model 257 U. L. Approved

Quality Tone Beauty

MODEL 154

3 Speed De Luxe Phonograph

Model 254 U. L. Approved



Smart luggage styling —covered in brown pig grain leatherette with padded top — saddle stitched • De Luxe amplifier using 2 amplifier tubes plus rectifier • Precision ground universal All-purpose, All-speed needle • Featherweight pick up handsomely finished in gold • Full range tone and volume controls • Alnico #5 dynamic speaker • Heavy duty precision 3-speed motor • NO shock hazard • Sizes: 14½" x 12" x 5½" • Shipping weight 12 lbs.

MODEL 155

3 Speed De Luxe Phonograph with Dual Needles

Model 255 U. L. Approved

MODEL 167

3 Speed Automatic Phonograph

Model 267 U. L. Approved



Luggage type cabinet—streamlined in appearance—brown pig grain leatherette—equipped with lock and key • Precision built automatic record changer—built to play all sizes and speeds of recordings • Featherweight pick up—utilizing dual needles • De Luxe amplifier—super powered—superb tonal quality • Full range tone and volume controls • Super powered Alnico #5 dynamic speaker • NO shock hazard • Size: 9" x 14½" x 16¾" • Shipping weight: 23½ lbs.

OTHER MUSIC MASTER MODELS AVAILABLE

Prices for every budget starting at 17.95 List

DISTRIBUTORS and DEALERS!

Same valuable franchised territories are still available. Address all inquiries to Dept. TRM3.

NATIONALLY ADVERTISED IN: RADIO & TELEVISION JOURNAL • RADIO & TELEVISION RETAILING • RECORD RETAILING • JOBBER NEWS • WESTERN RADIO & APPLIANCE • RADIO & TELEVISION WEEKLY • MUSICAL MERCHANDISE

tone

TONE PRODUCTS CORPORATION

225 WEST 17th STREET • NEW YORK 11, N. Y.

Manufacturers of SONIC and ELECTRONIC EQUIPMENT

Making MORE Recorder Sales

Lyon & Healy Use Advertising, Effective Demonstration and Display to Up Volume

• Stand at the most crowded corner in your town some day. Watch the people stream by; all sizes and shapes, all ages and occupations and interests.

They are the folk at whom Lyon & Healy in Chicago and other dealers aim their promotion in efforts to increase their sales volume on wire recorders.

Wire recorders are now the new Girl Fridays of businessmen in many fields. Dictation is one of its important uses, of course, but many firms are finding them of even greater use in other business fields. An abstractor for one firm uses it to copy pertinent information from deeds and other records on file in the various county clerk's offices in his territory.

One Chicago firm has estimated that it saved $50,000 by using wire recorders



Acquainting a music student with the uses he can make of a wire recorder

to make its inventories of raw materials on hand. Shoe stores, drug stores, and retailers of all types of merchandise use them to take stock inventories. Retailers in several cities are using wire recorders to promote week-end business when the store is closed. A microphone installed outside their window with a coin slot connected, takes down the customers' order. The merchandise is shipped out and the cost of the coin inserted to start the machine working is deducted from the bill.

Executives use them to record conferences and new programs to be put into effect. Doctors and hospitals use them to take case histories. Attorneys find them almost invaluable in taking statements from clients and witnesses and newspapers use them to obtain an accurate record of court testimony. Radio stations are recording interviews and music on wire. Ministers are recording church services and sermons for shut-ins and for their own rehearsals of their sermons.



Salesman points out the features of a wire recorder for use in business or the home.

The use of wire recorders as aids to music students who record the teacher's directions and demonstration of the lessons are now well known. Hundreds of teachers and studios have adopted the "electronic memory" method of instruction, in which the student takes home a wire recording of each complete lesson.

These are only a few of the many uses of the recorders. There are countless others.

There is the obvious use of a wire recorder for home entertainment and the less touted use of it to record private messages to send to loved ones who are far away—much more interesting than letters.

How does a dealer go about selling all these prospects?

Lyon & Healy runs a regular weekly newspaper co-operative ad pointing up the uses and advantages of the Webster-Chicago Corp. wire recorder. It supplements these ads with a direct mail campaign. The greatest effort in the Lyon & Healy direct mail program is pointed toward emphasizing the advantages of using a wire recorder for music lessons. Direct mail pieces are sent to all instrument purchasers and to almost all of the public school and private music teachers in Chicago. Band instrument salesmen explain the features of the Webster-Chicago unit to band teachers on their regular calls. Lyon & Healy believes that if the teachers are convinced of the value of using a wire recorder in instructing their students, they will see to it that the students are made aware of how it can increase their progress with their music studies.

Lyon & Healy carries this idea further by having one available for demonstration in the band instrument section at all times. In addition, units are occasionally placed in the store's private studios, used by musicians for practice.

Lyon & Healy puts on demonstrations of the unit before any group that is interested in its possibilities. This includes meetings of band instrument teachers, of welfare groups planning entertainment programs, for various institutions and of other interested groups. Club women have found wire recorders of use in recording the speeches of prominent visiting speakers.

In addition to outside demonstrations and those in the band instrument department, Lyon & Healy demonstrates the unit at every opportunity to cus-

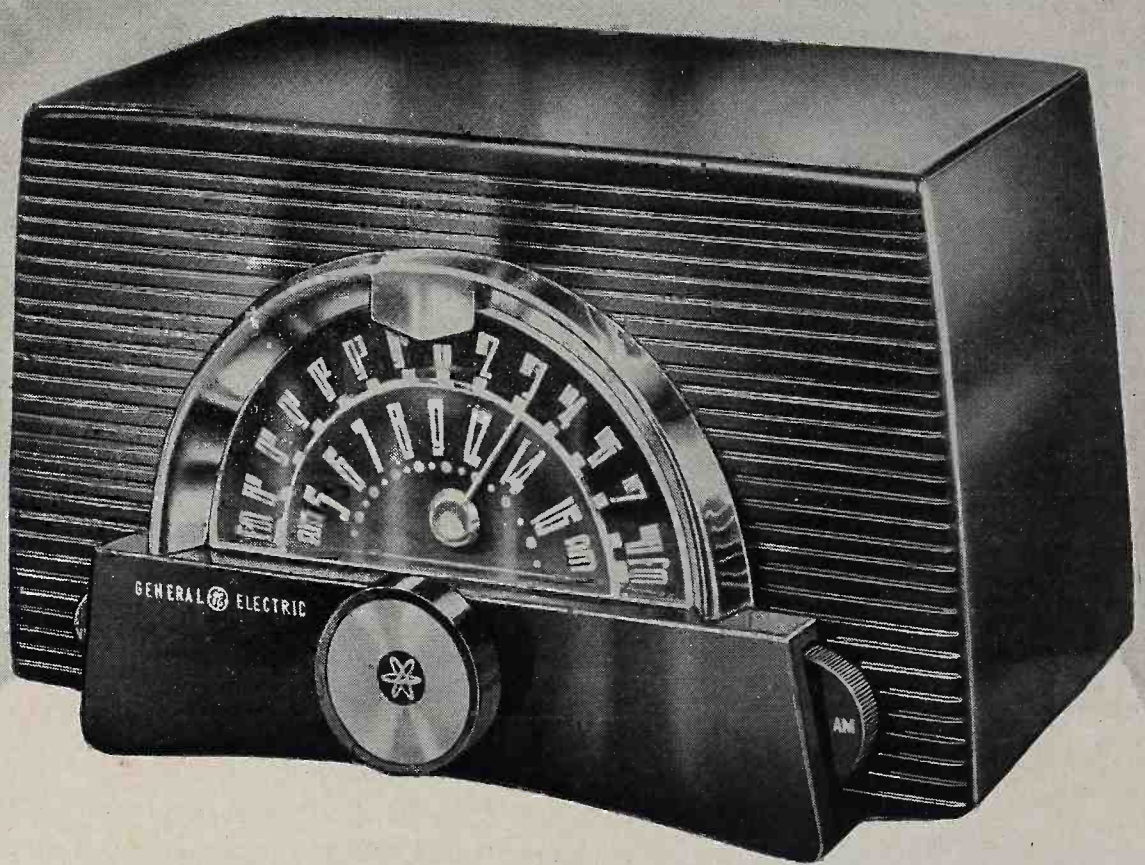
(*Continued on page 95*)

Salesgirl demonstrates how a wire recorder can be used to cut time in taking inventories. Microphone can also be hung around neck of person, leaving both hands free for work.



GENERAL ELECTRIC *Announces*

ITS FINEST FM-AM TABLE RADIO



Never before such quality at $49.95*

FIRST time ever—a low-priced FM-AM table radio with so many features, so much power, such magnificent quality! New Model 408 opens up a huge new market for you because it offers unheard-of FM performance at an amazingly low price—plus a name you and your customers can depend on! Remember—the first production line FM radio models were built by General Electric for Major Armstrong, inventor of FM. All General Electric's time-tested FM know-how and experience are behind this great new model, with its outstanding features: 7 tubes . . . genuine Armstrong FM circuit . . . 2 built-in antennas . . . unusual, eye-catching, sunburst dial . . . full-size G-E Dynapower speaker . . . beautifully sculptured, simulated mahogany plastic cabinet. Cash in on the hottest FM radio in years! Call your G-E radio distributor or write *General Electric Co., Receiver Division, Electronics Park, Syracuse, New York.*

**Prices slightly higher West and South.*

You can put your confidence in—

GENERAL ELECTRIC

Noblitt-Sparks Industries, Inc.

now becomes

Arvin Industries, Inc.

For many years the names of both Noblitt-Sparks and of Arvin have been well known and highly regarded in the radio industry and, more recently, in television.

Noblitt-Sparks has built and sold millions of Arvin radios in the last 15 years. Today, a relative newcomer in the television business, Arvin television already has won the respect of the entire industry.

At the same time, many other Arvin products have gained widespread acceptance with the American public.

To make the most of that acceptance and to unmistakably identify our company with Arvin products, the name of the company is changed, effective July 5, from Noblitt-Sparks Industries, Inc., to Arvin Industries, Inc.

The management, policies and methods of operation that have built this business remain unchanged. *The change is one of name only.*

We feel that this change of name is a definite forward step that reflects the high regard in which Arvin products are held by the American buying public.

Arvin Industries, Inc.

Columbus, Indiana

Manufacturers of Radio and Television Receivers . . . Automotive Parts
Electric Housewares . . . Automobile Heaters . . . Metal Dinette Sets
Metal Outdoor Furniture . . . Metal Ironing Tables

the Franchise that reads like a Dealer or Distributor wrote it!

1 **NO SERVICE "RED INK"** . . . Independent surveys show ANDREA rates tops by an overwhelming margin on freedom from service—the lowest incidence of service in the TV industry.

2 **PRICE PROTECTION** . . . ANDREA dealers and distributors have never been left "holding the bag". Price reductions have meant rebates by ANDREA.

3 **LONG DISCOUNTS** . . . One ANDREA sale is worth two or three ordinary sales—more margin—extra profit for you.

4 **FAST-MOVING INVENTORY** . . . Just 6 basic models, geared to popular demand—19-in. deluxe combination, 19-in. console, 16-in. deluxe combination, 16-in. console, 16-in. table model, 12½-in. table model.

5 **RESTRICTED DISTRIBUTION** . . . No "next door" competition—more prospects for you—room for real sales.

6 **QUALITY LEADERSHIP** . . . **finest product of Frank A. D. Andrea's *30th Anniversary* as a pioneer in radio and television.**

Write for full particulars . . .

ANDREA RADIO CORPORATION, 27-01 Bridge Plaza North, Long Island City 1, N.Y.

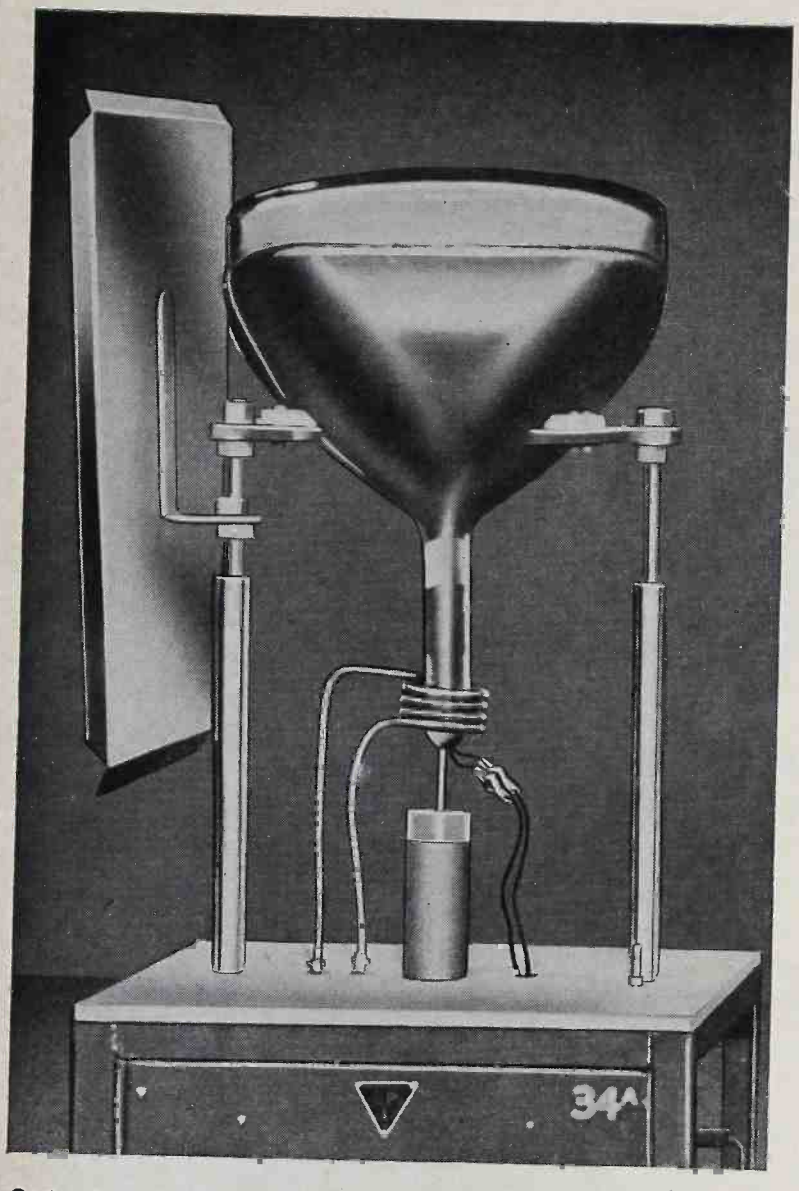
Andrea
SHARP-FOCUS
TELEVISION

The Finest Franchise in Television



THE ANDREA SUTTON . . . a new console in the popular 16-in. size . . . with staticless FM radio, connection for record player, built-in antenna, decorator cabinet of hand-rubbed mahogany veneers, full-swinging doors.

ONE BILLIONTH of an Atmosphere!



Yes, we pump all **SHELDON** "Telegenic" Picture Tubes to the extremely high vacuum of approximately one billionth of an atmosphere.

In producing this commercially "absolute" vacuum air, moisture and residual gases are pumped out. The tube is baked to remove any moisture on the walls of the tube and screen material. Air is pumped out by the most modern of vacuum pumps. The internal metal parts are bombarded by high frequency to remove residual gases. And, the vital Cathode is "broken down" to prepare the tube for ultimate service in television receiving sets.

Exhausting to approximately one billionth of an atmosphere is another reason why **SHELDON** "Telegenic" Picture Tubes are nationally famous for TOPS in picture quality and performance in any set as initial equipment or replacements.

Write **for Sheldon's New "General Specifications and Dimensions" Wall Chart. It's Free!**

SHELDON ELECTRIC CO.

Division of Allied Electric Products Inc.
68-98 Coit Street, Irvington 11, N. J.

Branch Offices & Warehouses: **CHICAGO 7, ILL., 426 S. Clinton St.**
LOS ANGELES 26, CAL., 1755 Glendale Blvd.



SHELDON TELEVISION PICTURE TUBES • CATHODE RAY TUBES • FLUORESCENT STARTERS AND LAMPHOLDERS • SHELDON REFLECTOR & INFRA-RED LAMPS
PHOTOFLOOD & PHOTOSPOT LAMPS • SPRING-ACTION PLUGS • TAPMASTER EXTENSION CORD SETS & CUBE TAPS • RECTIFIER BULBS



The big **STAR** of the **N.A.M.M. SHOW**

STEP INSIDE...
SEE THE
MOST PROFITABLE,
FASTEST SELLING
TELEVISION LINE IN
YOUR AREA...

Tele King

PERFECTED TELEVISION

at
Palmer House—Chicago
SUITE 651-652 JULY 10-13

Take pride . . . make more profit displaying and selling the 1951 **Tele King** *perfected television line!*

Tele King Corp. 601 WEST 26th STREET • NEW YORK, N. Y.

FEATURE FOR FEATURE COMPARE FOR YOURSELF!

and You'll See There Is NO COMPARISON



THE RADIART TELE-ROTOR is Head and Shoulders Above All Others!

The ONLY Rotator with ALL the Important Features

FEATURES	TELEROTOR		Rotator A		Rotator C	Rotator K	Rotator M	Rotator N	Rotator U
	TR-1	TR-2	Type 1	Type 2					
TORQUE FT. LBS.	36	36	5½		4.5	6.75	2.25	4.5	6.00
TORQUE PER POUND OF ROTATOR	3.13	3.13	0.91		0.55	1.08	0.35	0.58	0.96
SIDE THRUST OVERLOAD (FT. LBS.) TO STOP ROTATION	525	525	94		50	83	88	110	160
WEATHER PROOFING	One piece "Water Shed" Dome Housing		Rubber Gasket		Metal Ring	Felt Washers	Rubber Gasket	Rubber Gasket	Rubber Gasket
ELECTRICAL TO MECHANICAL EFFICIENCY TORQUE PER WATTS CONSUMED	72%	58%	16.4%	16.3%	13%	11%	4%	11%	11%
TYPE OF LOAD BEARING	Two 6½ in. dia. Ball Races		Double Sleeve		Sleeve & Ball 2 in. dia. Ball Race	Sleeve	Sleeve	Double Ball Race 1 in. dia. Ball Race	Double Sleeve
MAST CAPACITY	2"	2"	1⅜"		1¾"	2"	1¾"	2"	1½"
ALIGNMENT OF ROTATOR SUPPORT MAST AND ANTENNA MAST	In Line	In Line	Off Set		Off Set	Off Set	In Line	Off Set	In Line
MOUNTING VERSATILITY	Mast or Platform		Mast Only		Mast Only	Mast Only	Mast Only	Mast Only	Mast or Side Plate
TYPE OF DIRECTIONAL INDICATION	End of Rotation Light	Dial lights 8 Positions and end	End of Rotation Light	Meter	Meter	Meter	End of Rotation Light	Meter	Meter

You Can't Beat a RADIART ANTENNA on a TELE-ROTOR . . . . It's TOPS!

STANDARD OF COMPARISON — RADIART

THE RADIART CORPORATION
CLEVELAND 2, OHIO

SUBSIDIARY OF CORNELL-DUBILIER ELECTRIC CORP.

• ROTATORS • VIBRATORS • TV ANTENNAS • AUTO AERIALS • POWER SUPPLIES

SERVICE & SOUND

Section of RADIO & TELEVISION RETAILING

New Aids to Servicers

Sylvania OSCILLOSCOPE

Type 400 is a 7-inch oscilloscope with a vertical sensitivity of 10 millivolts per inch and a useful vertical response to 4 MC. Features include 4-position frequency compensated attenuator, phasing control, sweeps from 10 cycles to 50 KC, and high input impedance. Sylvania Electric Products Inc., 1740 Broadway, New York 19, N. Y.—RADIO & TELEVISION RETAILING.

Hickok KILOVOLTMETER

For measuring DC voltages in TV up to 30,000 volts, in two ranges on 4-¾" scale, sensitivity 10,000 ohms/volt. Model number 465 has net price of $42.90, high voltage leads $4.98 per set. Hickok Electrical Instrument Co., 10514 Dupont Ave., Cleveland, Ohio.—RADIO & TELEVISION RETAILING.

Eico TUBE TESTER

The new model 625K tests 4,5,6, large and small 7 pin, octal, loctal, noval, VR and magic eye tubes, as well as pilot bulbs. Illuminated speedroll chart is included. Individual switches for separate testing of every tube element are provided. Complete kit is priced at $29.95. Electronic Instrument Co., Inc., 276 Newport St., Brooklyn 12, N. Y.—RADIO & TELEVISION RETAILING.



PHONO MOUNTING BOARD

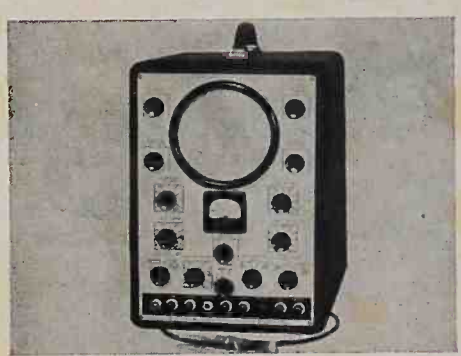
Installation of Webster-Chicago 3-speed record changers is facilitated by the 1902 and 1903 wood mounting boards with pre-positioned holes which accommodate W-C model 100, 146, 246, 346, 156, 256 and 356 changers. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Silver VIDEO ANALYZER

The Cross-Hatch Video Analyzer may be used for video signal tracing, and provides a calibrated RF output signal from channels 2-6 on fundamentals, 7-13 first harmonics. Modulation pulses produce approximately 10 horizontal and 10 vertical bars on a TV screen. All TV circuits may be tested, including synch. McMurdo Silver Co., Inc., 1249 Main St., Hartford 3, Conn.—RADIO & TELEVISION RETAILING.

Triplett OSCILLOSCOPE

Model 3440 5-inch oscilloscope includes a calibrated meter for peak to peak voltage measurements, 9 millivolts per inch vertical sensitivity, sweep range to 60 KC, frequency range from 20 cycles to over 1 MC. Triplett Electrical Instrument Co., Bluffton, Ohio.—RADIO & TELEVISION RETAILING.



Sprague INTERFERENCE LOCATOR

The M 302 radio interference locator for the 550 KC to 30 MC range utilizes 8 tubes and operates either from self-contained batteries or 115 VAC. An auxiliary supply is available for auto battery operation. Features include loop and collapsible rod antennas, built-in loudspeaker, dual-range output meter and battery test meter, calibrated RF and audio gain controls, beat frequency oscillator for detecting unmodulated signal sources, etc. Complete description is given in Sprague bulletin M-446. Sprague Products Co., North Adams, Mass.— RADIO & TELEVISION RETAILING.

ATR DC-AC INVERTERS

The "Super Heavy Duty" inverters for supplying AC from DC outlets are for operation on DC input voltages ranging from 6 to 220 VDC, and have outputs of 110 AC at capacities ranging from 175 to 1000 watts. Applications include recorders, TV sets, portable transmitters, etc. The firm's line of auto radio vibrators is described in the new vibrator manual No. 549, which lists all radio brand and model numbers, with the correct vibrator replacement. Information on the "Heavy Duty" or the auto radio lines available on request to American Television and Radio Co., St. Paul, Minn.—RADIO & TELEVISION RETAILING.

Bernz BLOWTORCH

This portable, instant lighting, cartridge refill hand torch utilizes LP gas and is said to burn in cold and warm temperatures. Fully loaded (with replaceable gas cylinder) the torch weighs 2½ lbs., and reaches a flame temperature of 3660 degrees F. Cylinders are available at dealers and jobbers. Further information may be obtained by writing the Otto Bernz Co., Inc., 280 Lyell Ave., Rochester 6, N. Y.—RADIO & TELEVISION RETAILING.

RCA OSCILLOSCOPE

The new Type WO-57A portable service-type oscilloscope has a deflection sensitivity of 30 millivolts per inch, response (vertical) flat within 2.3 DB from zero to 500 KC, down 6.8 DB at 1 MC, and useful beyond 2 MC. High frequency square wave response enables the WO-57A to reproduce blanking and sync pulses. Frequency compensated and calibrated step attenuator is provided, sweep range is from 15 to 30,000 cps. The compact unit utilizes a 3-inch tube. RCA Tube Dept., Harrison, N. J.—RADIO & TELEVISION RETAILING.

More New Products Elsewhere in This Issue

Time Saving Pointers on

How to Diagnose and Repair Intermittent,

By Solomon Heller

• For many servicemen, the oscillator section of the broadcast receiver has always been the most difficult to understand and troubleshoot. The reason may lie in the apparent complexity of oscillator circuits, particularly when multi-point band-switches are present. Many servicemen who have read and grasped discussions of simplified oscillator circuits are apt to get lost in the underbrush of an unfamiliar, unsimplified oscillator diagram (see Fig. 1).

This article will not pretend to remove completely the thick blanket of fog from the subject. We will, however, attempt to punch enough holes in it to make oscillator servicing somewhat simpler.

Oscillator Fundamentals

We base our article on the premise that an oscillator stage may frequently be serviced, even when the exact details regarding its operation are unknown. It is often enough to understand that: 1—All oscillators used in broadcast receivers generate a signal which, when mixed with the incoming RF signal, produces the intermediate frequency. 2—Feedback of a correctly-phased signal voltage from the output to the input circuit of the oscillator is necessary. When transformers are used for feedback, their leads must be correctly connected, so that the signal fed back is in the proper phase to sustain oscillation. (Reversed leads will cause oscillation to cease.) 3—A tuned circuit is generally present in the oscillator grid. 4—A grid-leak bias of the correct amplitude is present at the oscillator grid when the stage is functioning normally. 5—The plate voltage on the oscillator tube must be adequate to sustain oscillation. With this basic information, a fairly intelligent attack on almost any oscillator may be made.

Standard Checks

The first problem that must be faced is: When should trouble in the oscillator be suspected? The presence of any of the following common symptoms should focus suspicion on the oscillator:

1—Inoperation, accompanied by high sensitivity in the set. Background noises, crackling sounds and hisses are noticeably present.

2—Reception of only one station at the low end of the broadcast band. Reception of this station is not eliminated when the stator of the oscillator tuning condenser is shorted to the rotor.

3—Reception of stations at the high end of the broadcast band, but not at the low.

4—Intermittent appearance of any of the above symptoms.

5—Set's ganged tuning condenser needs frequent resetting.

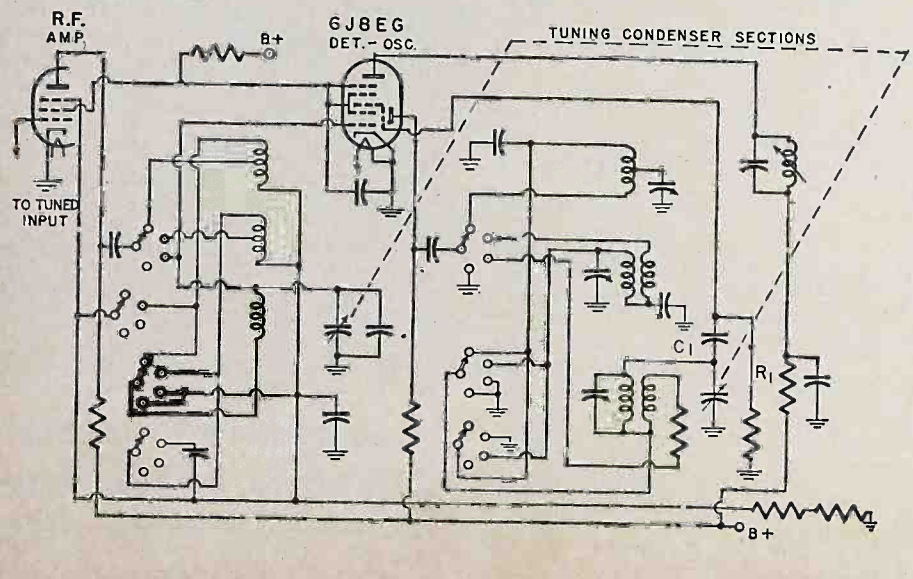
6—No station, or one station, is received; a modulated i-f signal applied to the antenna input of the receiver is heard in the speaker.

The next problem is, how should the oscillator be checked? One or more of the following methods may be employed, depending on the symptoms: a) voltage tests, b) resistance tests, c) frequency or alignment check, d) component substitution checks.

When no station, or only one station is received, a grid-leak voltage check of the oscillator will quickly reveal whether this stage is the source of the trouble. If the correct grid-leak bias is present, the oscillator is functioning normally. This test, it should be noted, tells us nothing about the frequency at which the oscillator is operating. A simple alignment check will, however, clear up the latter point.

Several pointers regarding the grid-voltage check just referred to are worthy of mention. First, only a vacuum tube voltmeter using an isolated DC probe will give an accurate oscillator grid voltage reading. Since servicemen sometimes use other types of voltmeters for this purpose, it may be helpful to consider the matter in detail.

Fig. 1—An oscillator circuit of the simpler sort. Far more intricate-looking circuits exist. Part of the RF amplifier and the mixer is shown in this diagram. Set model number is Philco Model 41-758.



Measuring Bias

If a 1000-ohm-per-volt meter, or a 20,000-ohm-per-volt meter, were employed, two undesirable effects would occur when the voltmeter leads were applied between the oscillator grid and ground: 1—The relatively low input resistance of the voltmeter would reduce the impedance between grid and ground of the oscillator (see Fig. 2). The resultant loading of the oscillator tuned circuit would lower the "Q" of the latter, cutting down the amplitude of the oscillator signal or even eliminating oscillation completely. 2—The leads employed would introduce a certain capacitance (represented by C_L in Fig. 2) in shunt with the oscillator tuned circuit. Detuning of the latter would result.

To prevent effect No. 1, a VTVM is employed. The input resistance of a VTVM is generally in the neighborhood of 10 megohms. 10 megohms will not appreciably decrease the relatively low grid resistance—20K to 100K—with which it is placed in shunt.

To prevent effect No. 2, a 1-meg isolating resistor is inserted in series with the DC probe of the VTVM (see Fig. 3). In many cases, the resistor is already present in the probe, and need not be added by the serviceman. The shunt capacitance of the "hot" meter lead is isolated from the oscillator tank circuit by the 1-meg resistor, and is thus prevented from detuning this circuit.

Servicing Oscillator Stages

Inoperative and Drifting AM RF Oscillators

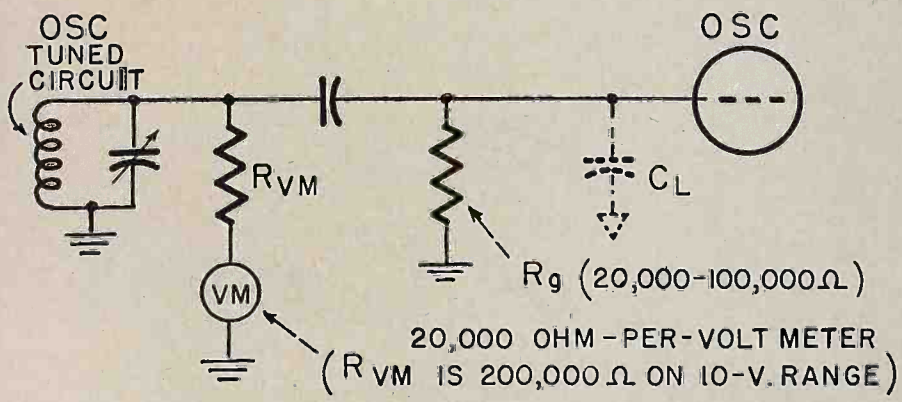


Fig. 2—Using a voltmeter with a relatively low input resistance will load down the tank circuit. If Rg is 100,000, and Rvm, the internal resistance of the meter, is 200,000, the effective value of Rg becomes about 67,000 ohms.

When no VTVM is available, the oscillator grid voltage may be indirectly checked by inserting a milliameter in series with the grid-leak resistor, as shown in Fig. 4. By measuring the current (in amperes) and multiplying it by the grid resistance (in ohms), the oscillator grid voltage may be obtained.

A negative voltage reading somewhere between 5 and 25 volts should be present between the grid of the oscillator and ground. The average voltage for an AC superhet is roughly 15; for an AC-DC receiver, about 10; for portables, 7-10. The reading will vary as the oscillator tuning condenser is rotated throughout its range; this is normal. The highest oscillator voltage will generally be measured at the high-frequency end of the band. There should be no point, throughout the range of the tuning condenser, at which the grid voltage drops to a very low value, or zero, if the circuit operation is normal.

If no grid-leak voltage is measured, the following tests (among others) should be made: 1—Substitute an oscillator tube known to be good for the one present in the set. 2—Check plate and filament voltages of the oscillator stage. 3—Check for open or short in tuned circuits. Tuning condenser, padders, trimmers, coils and band-switch may all be part of a tuned circuit. 4—Check for an open in the cathode circuit. 5—Check the resistance of the oscillator grid resistor (R_1 in Fig. 1). 6—Replace the oscillator grid-leak condenser (C_1 in Fig. 1) with an equivalent unit. 7—Substitute a new plate by-pass condenser, if any is used.

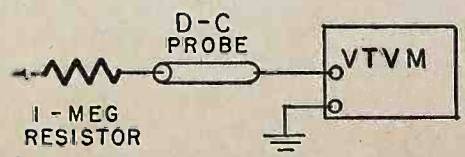
When only a few stations at the high end of the band are received, the oscillator may only be partially operative. The serviceman should, in such a case, check for inadequate plate and filament voltages; excessive cathode voltage (if the oscillator is cathode-biased); reduced capacitance in the grid-leak condenser; reduced value of grid-leak resistor; bad tube; defective oscillator coil.

Tube Variations

The question is sometimes raised, why do oscillators work for a while in certain receivers, then go dead? An allied query is, why will a new tube oscillate in one circuit, while it won't in another, similar or identical to the first? Basically, the same answer may be given to both questions. Let's develop this answer a bit.

When the transfer of energy in an oscillator is not adequate to sustain stable oscillation, the oscillator is apt to function until a sudden decrease in the line voltage reduces feedback below the critical level, causing oscillation to cease. The trouble is not, in such a case, due to the decrease in line voltage; it is caused by the inadequate transfer of energy in the oscillator. A sudden increase in the line voltage may cause the oscillator to start functioning once more, puzzling some servicemen no end. Possible sources of the trouble are the same as those cited for a partially-operative oscillator. The grid-leak voltage, incidentally, will be below normal when the condition just described exists.

Fig. 3—Inserting a 1-meg isolating resistor in series with VTVM "hot" lead.



Now, the replacement of the original oscillator tube with another one may remedy the condition, causing the serviceman to regard the job as finished. This may not, however, be the case.

Oscillator tubes vary in their transconductance. If a tube with an average or lower than average transconductance is used in the case we have been discussing, the unstable oscillations are apt to continue. (It should be noted that the same tube may perform perfectly well in an identical circuit where no decrease in the oscillator's transfer of energy has occurred.) If, on the other hand, a tube with a higher than average transconductance is substituted, the efficiency of the oscillator may be boosted far enough beyond the critical point to result in fairly stable operation—for a while. When the initially high transconductance of the tube decreases somewhat after several months of use, however, the original instability of the oscillator is apt to reappear.

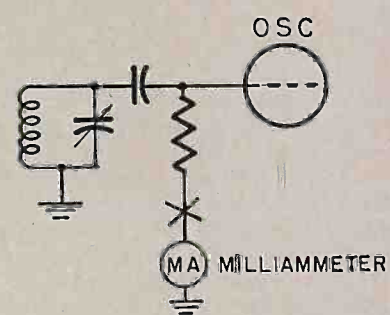


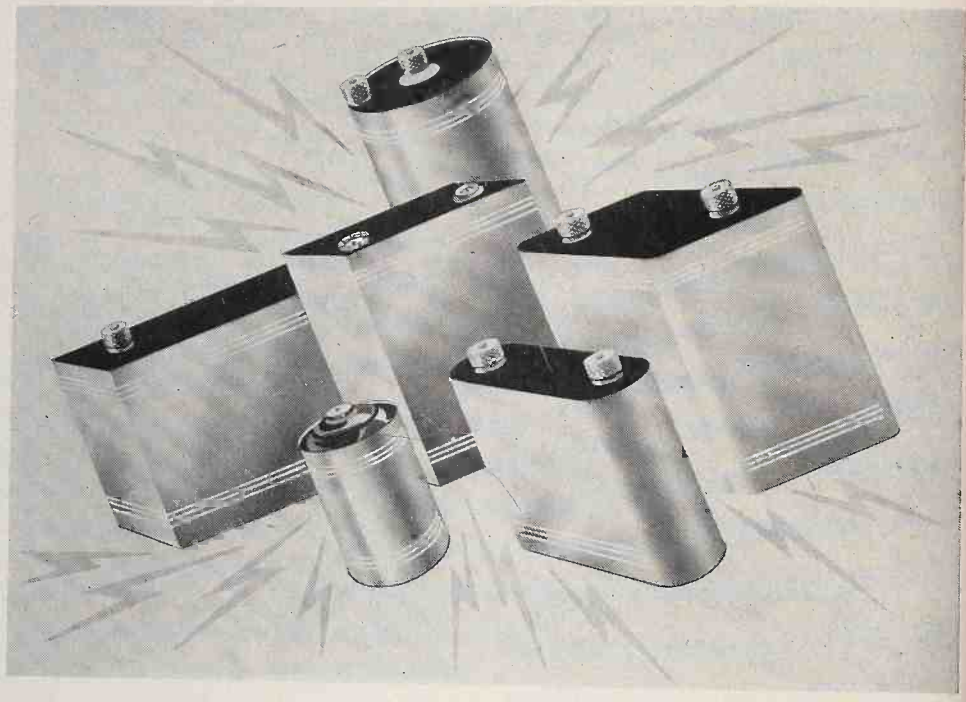
Fig. 4—Measuring grid voltage of oscillator with milliammeter. The circuit is opened at the ground side of the resistor (X), and the meter inserted as shown.

Oscillator drift—the last symptom on our agenda—is frequently due to a defective oscillator coil. Moisture absorbed by the coil when its moisture-proofing covering has broken down causes a varying leakage between turns, or a corrosion of some turn section, producing a drift. If replacing the oscillator tube does not eliminate the drift, a new coil should be substituted. When no exact replacement is available, the old coil may be dried out in an oven. It can then be covered with wax melted from a condenser, and rewired into the set, where it will often (not always) perform satisfactorily.

Replacement Radio Battery Cross Reference Chart

Popular Batteries and Battery Packs of Ten Manufacturers

Correlated for Interchangeability in Portable and Farm Radios



• With the summer battery-radio season in full swing, dealers are finding that they must actively solicit this business to realize the full potential of replacement battery business. Many people who have radios which will operate on batteries forget this extra feature and must be reminded to purchase new batteries and have these radios checked over for battery operation: via window and counter displays, suggestive selling, direct mail and newspaper advertising.

Since summer usually sees an increase in all uses of batteries (that is, in addition to radios), the dealer will do well to promote his store as a "battery center" where all types of batteries are carried. Customers should be reminded to have fresh batteries for flashlights, lanterns, door-bells, etc.

Battery business can be facilitated by keeping a full stock, knowing the stock, and knowing the limitations and differences between similar types. Stocking batteries in some logical manner so that the desired type can easily be located is also, naturally, a must. Too many dealers "carry" batteries but do not "sell" them. The customer is impressed by the salesperson or storekeeper who knows how to quickly ascertain the battery required, locate the replacement, and install it, and who confidently and smoothly goes through these operations.

It has been found that many dealers lose radio battery sales because they do not have the facilities for finding equivalent batteries in different brands, or who do not take the trouble to do so. All battery manufacturers publish lists of radios with the recommended battery types for each set. These lists will assist the dealer in locating the proper battery in case no identification is provided in the cabinet of the set. Such lists are readily available from your battery distributor. In addition, battery manufacturers usually provide comparative lists showing equivalent batteries in other brands, in case the battery listed for the set is not the one carried by the dealer.

The accompanying table of batteries has been compiled from a cross-check of lists provided by most of the battery brands, and is provided as a compact ready-reference chart to

(*Continued on page* 80)

The following ten batteries are a cross compilation of "preferred" lists published by several of the battery manufacturers, showing batteries which are felt by these firms to cover the majority of all portable radio requirements, and are provided in addition to the complete compilation to aid the dealer in concentrating on the most popular types.

Type	Olin	Bright Star	Burgess	Eveready	General	Philco	RCA	Ray-o-Vac	USA Lite	Willard
A	4816	462	4F	742	4F1	P94	VS004	P94A	634	4F1
A	102	10A	2R	950	D35	D	VS036	2R	75	D
A	4918	361	G3	746	3H3	P100	VS002	P93A	683	WA3-1
A	3816	360	F3	736			VS067	P93A		
A			C5	717			VS065	P751		
B	1710	45M	XX45	467	W45A	P67	VS016	4367	767	WBM-2
B	1713	60N	N60	490			VS090	4390		WBM-3
B	6210	30-33	M30	482	W30B	P45	VS013	P7830	640	WBM-1
AB	0614	66-50	F6A60	753	60A6F6-5	P841A	VS019	AB994		60A6F6-5
AB			T5Z50	755			VS050	AB775		
AB			T6Z60	756	60AA6CF6-5	P363	VS057	AB601		6AB15

Volts A	B	C	Bond*** Olin Winchester	Bond (Old)	Bright Star	Burgess	Eveready	General	Philco	RCA	Ray-O-Vac	Old Ray-O-Vac	USA Lite	Willard
"A" Batteries														
1½			101		11M	1	935	C	C	VS033	1LP			C
1½					60A					VS070				
1½			102		10A	2R	950	D-35	D	VS036 / VS001	2-R		75	D
1½			4816	4826	462	4F	742	4F1	P94	VS004	P94A	P96A	634	4F1
1½			4814	4824	660	6F	743	6F1		VS007	P94A	P96A	637	6F1
1½			4819	4829	860	8F	741	8F1	P8F1		P98A		635	8F1
1½					465	4F1		3L1		VS005	P94L		642	WA-1-7
1½								4L1	P4L1					4L1
1½					20-60	20F	740	12L1L		VS024	P9203			
1½						19G		12L1S						12L-1S
1½			4813	4823	865	8FL	745			VS008	P94L	P98L	645	
3			7818	6140	40-60	20F2	X125	P24L2	P8024	VS025	P9403			P24L2
4½			4918	4928	361	G3	746	3H3#8	P100	VS002	P93A	P83A	683	WA3-1
4½			3816		360	F3	736	3F3#38		VS067	P93A	P83A		
6			4919				724							
6			4914		646	F4P1	744	4F4	P4F4R	VS009	P694A	P698A	639	WA4-2
6			4817	4827	866	2F4	718	8F4		VS010	P694A	P698A	638	WA4-1
6			4815	4825	868	2F4L	747			VS011	P694L	P698L	646	
7½					561	G5	687	5H5		VS003	P85A		687	WA5-1
7½						C5	717			VS065	P751			
"B" Batteries														
	45		6211			XX30	455	W30A#105		VS055				
	45		6518	3044	30-95	2308	487**	V30D	P30D	VS026	P2303			V30D1
	45				30-60	10308	386	V30F	P30F	VS027	P5933			V30F
	45					21308		V30FL	P30FL		P9303			V30FL
	45				30-03	B-30	762*	V30B	P305	VS012	P5303		624	V30B
	45				30-55	A-30		V30A	P210	VS014	P430		621	V30A
	45							F30A	P200					WB6
	45		6210	6220	30-33	M-30	482	W30B#109	P45	VS013	P7830		640	WBM-1
	45				30-59	Z-30	738	V30AA#104		VS015	P7R30		620	V30AA
	45													
	67½		1710	1720	45M	XX-45	467	W45A#108	P67	VS016	4367		767	WBM-2
	67½		1712				457							
	90		1713		60N	N60	490	W60A#132		VS090	4390			WBM-3
"C" Batteries														
		4½	3217	317		5360	781	H3B-S		VS028	531R			H-3-B
		4½	3516	312	71-17	2370	771	H3D	P3D	VS030	P231W			H-3-D
		7½	5218	517	51-03	5540	773	V5B	P5B	VS029	551			V5B
		22½				4156	763	H15A		VS102	4151			
		22½	5216	1517	15-03	5156	768	H15B5	P15B5	VS031	P5151			H15B
		22½	5216-8	1519		5156	778	H15B		VS131	5151			
Battery Packs														
1½	60							40CW2CF	P89					WP-4
1½	61½					4GA42		41A4FL	P41A4FL	VS053	AB419		AB669	WP-1
7½	63					G5A42		42A5G5	P87	VS038	AB794		AB676	
6	75					G4B50		Z50B4H4		VS046			AB670	WZ-2
1½	90		0513			4SD60	758	60B6L	P60B6L	VS021	AB85			60B6L
1½	90		0518	0528	61-05	17GD60	759	60DL11L#328	P60D11L	VS022	AB82		AB666	60D11L
1½	90					5DA60		60A2L		VS043	AB24			WP-2
1½	90					6FA60		60A4L	P60A4L	VS037	AB84		AB667	WP-3
9	90		0512			3G6D60		60D12L6			AB982			
9	90		0616		66-03	G6B60	752	Z60B6H6	P60B6F6	VS047	AB995		AB677	WZ-3
7½, 9	90					T5Z60	756	60AA6CF6-5#362	P363	VS057	AB601			AB-15
7½, 9	90		0614		66-50	F6A60	753	60A6F6-5#271	P841A	VS019	AB994	AB878		60A6F6/5
7½, 9	90							60B6F6-5						60B-6F6/5
7½, 9	90		0615			G6M60	754	291		VS018	AB994	AB878		AB14
	135	9				F90D6		90F16D	P9068					96H
6, 7½	67½					F5M45				VS020	AB767			
1½	67½	7½								VS041				
6	90					F4B60		60A4F4		VS048				
6	90					2FA60				VS044				
6, 7½	75					T5Z50	755			VS050	AB775			
1½	61					4GA41			41A4G	VS052				
1½	90					6TA60				VS054				
9	90					F6A60P				VS058	AB909			
1½	90		0511			18GD60		Z60D12L		VS045				
6	75					3G4D50			VS049					
Radio Storage Batteries														
2														ER-24-2****
2														Radio 25-2
2														ER-34-2
6														Radio 190-6

Notes: * Eveready 762 has been discontinued, may be replaced with Eveready 482.
** All Eveready Farm Radio 45-volt "B" batteries may be replaced with Eveready 487.
*** Bond-Olin and Bond-Winchester numbers are the same with these exceptions: Bond 101 = Winchester 1311, Bond 102 = Winchester 1511.
**** Formerly Radio 20-2.

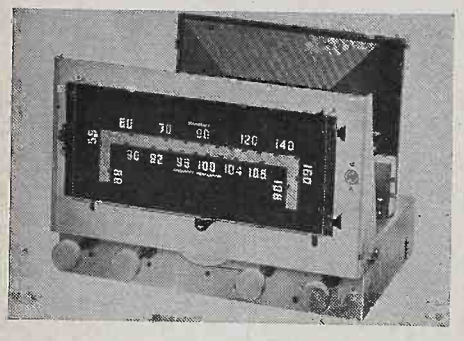
Newest Audio Equipment

Masco INTERCOM

"Midgetalk" is a 2-station system consisting of one master with on-off pilot light and one remote station with 50 feet of cable. Remote has its own press-to-talk switch and may originate call to master. Master station has volume control and on-off switch for both stations. System lists for $29.95. Mark Simpson Mfg. Co., Inc., 32-28 Forty-Ninth St., Long Island City 2, N. Y.—RADIO & TELEVISION RETAILING.

Meissner AM-FM TUNER

The 9A chassis is a 9-tube unit for AM-FM reception, complete with audio (one 6V6, 4 watts output) and self-contained power supply. A phono jack and phono AC power outlet is provided, and phono switching is provided on the front panel.



Although described as a tuner, the chassis is already to go with the exception of a loudspeaker. The unit is designed for custom installations, and the firm also has several other units for this purpose, including amplifier, power supply, high quality AM-FM tuner, and FM tuner. Meissner Mfg. Div., Maguire Industries, Inc., Mt. Carmel, Ill.—RADIO & TELEVISION RETAILING.

Craftsmen FM-AM TUNER

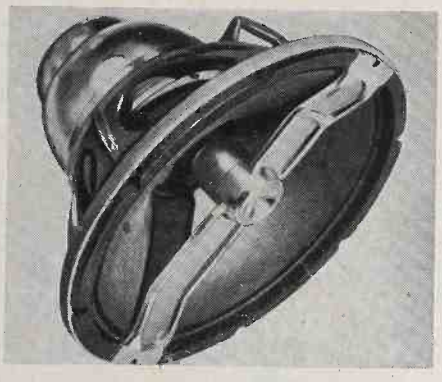
The RC-10 tuner is a high fidelity FM-AM tuner with self-contained power supply (but no audio amp.) for custom installations, featuring sensitivity on FM and AM of below 5 microvolts. Response is said to be 20-20,000 cycles. Input channels for phono and TV as well as a pair of power outlets are switched from the front panel. Antenna terminals are also switched for TV external antenna to AM or FM. The firm also makes a hi-fi amplifier and a TV chassis which may be used in conjunction with the RC-10. The Radio Craftsmen, Inc., 1617 S. Michigan Ave., Chicago 16, Ill.—RADIO & TELEVISION RETAILING.

Roxbury ANTI-STATIC AGENT

"D-Stat B" is an anti-static agent for polystyrene plastic, to eliminate dust collection due to static attraction, and is said to enhance and preserve the brilliance of such items as radio cabinets, housewares, fluorescent lighting fixtures, plastic wall tile, television lenses and frames, refrigerator parts, displays, etc. D-Stat B is applied by dipping, brushing or spraying. Samples may be obtained from Roxbury Chemical Works Inc., 2072 Smith St., Centredale 11, R. I.—RADIO & TELEVISION RETAILING.

Jensen TRIAXIAL SPEAKER

Model G-610 consists of a 15-inch low-frequency cone (handling up to 600 cycles), a mid-frequency (600-4000 cps) compression driver unit located at the rear, feeding a horn which goes through the center of the LF unit, and a small high frequency driver and horn combination located in front of the LF cone (mounted on



the frame). Frequency response is said to go out beyond 18,000 cps, power handling capacity 35 watts (max.). A cross-over and control chassis is provided in the list price of $365.00. Jensen Mfg. Co., Div. of the Muter Co., 6601 S. Laramie Ave., Chicago 38, Ill.—RADIO & TELEVISION RETAILING.

Goodell AMPLIFIER

The new Goodell "50" amplifier is an 8 watt high fidelity amplifier designed to sell for $50. Response is 20-20,000 cps, with continuously variable bass and treble controls. Features include automatic equalization of LP and 45 RPM records, 4 input



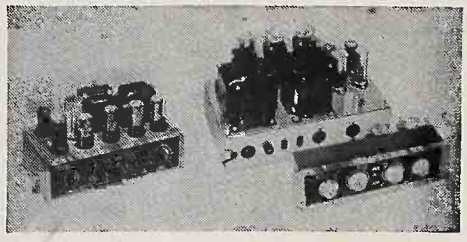
channels, and voice coil and line impedances on a selector switch. 5 tubes, including 2-6L6's in push-pull with stabilized degenerative feedback, provide ample reserve power. Minnesota Electronics Corp., St. Paul 1, Minn.—RADIO & TELEVISION RETAILING.

University LOUDSPEAKER

The "Cobra" reflex speaker for PA use incorporates the constructional appearance of multi-cellular horns, for wide-angle distribution of sound. With a frequency response of 300-10,000 cycles, it can also be used as a tweeter in conjunction with a low frequency cone speaker, making a truly wide range combination. Power handling capacity is 12 watts, impedance 8 ohms, model number is Cobra 12. University Loudspeakers Inc., 80 S. Kensico Ave., White Plains, N. Y.—RADIO & TELEVISION RETAILING.

Grommes AMPLIFIERS

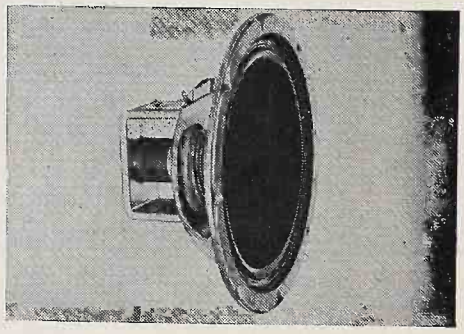
The "music lovers" amplifiers are designed to provide the ultimate in listening enjoyment for custom installation. Model 50PG is a 10-watt unit with PP 6V6's, response at 10-watts 50-10,000 cps. Model 200PG features PP 6L6's, 20-20,000 cps



at 20 watts, and a separate preamp chassis with controls for remote operation. Both units incorporate flexible tone controls with calibrated boost and droop in DB, without affecting VC setting. Precision Electronics, Inc., 641-643 Milwaukee Ave., Chicago 22, Ill.—RADIO & TELEVISION RETAILING.

Permoflux LOUDSPEAKER

The new "Royal Eight" is an 8-inch PM which is said to equal 12-inch speakers in wide range reproduction (over 10,000 cycles). A specially treated, slotted cone edge provides extra soft suspension of the



cone, thereby increasing the LF response. The curvilinear cone has been treated to extend HF response. Full details may be had by writing for the 8T-8-1 4-page fully illustrated catalog to Permoflux Corp., 4900 W. Girard Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Shure MICROPHONES

The "controlled reluctance" microphones are a special magnetic type consisting of a stationary coil and a movable armature which is connected to the diaphragm. Movement of the armature induces an AC in the coil. Ruggedness, clear reproduction, high output and low cost are said to result from this construction, which is simpler than former moving coil dynamic types. Shure Brothers, Inc., 225 W. Huron St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

Walco ANTENNA ROTOR

The "Rotenna" features 2-speed motor for fast locating and fine tuning; is said not to coast or turn with the wind; is light in weight and has low wind resistance. Retails for $27.50, $34.50 with synchronous indicator. Walco Products, Inc., 60 Franklin St., E. Orange, N. J.—RADIO & TELEVISION RETAILING

Protests Bill to License TV Servicers

"No City Can Solve the Problems of an Industry," Says John F. Rider in Attacking Proposed N. Y. Ordinance

Editors,
RADIO & TELEVISION RETAILING:

In view of its national possibilities, I feel that you should be apprised of a bill to license the television serviceman which is presently before the Council of the City of New York. Although at the moment a purely local situation, it is conceivable that if a proposed ordinance of this type becomes a law in the largest city of the United States, similar ordinances may be passed in other large television centers, perhaps in very many television areas.

This bill is a very bad one and many agencies in New York City, for that matter, manufacturers not located in metropolitan New York are opposed to it. It stems from alleged abuses in television servicing in the form of poor and unskilled workmanship, and nonfulfillment of annual service contracts because of inadequate financial responsibility on the part of service facilities.

Bill Is Discriminatory

The bill demands financial responsibility on the part of the service facility without regard to the nature of operations. This in itself is not too bad although in not recognizing the type of operation which is being carried on, and the presence of large and small service shops between which it makes no distinction, the bill is discriminatory in its character. It definitely gives an edge to the large scale operator and it jeopardizes the very existence of the small shops, of whom there are very many more than the larger ones. To say the least it will deprive every veteran who runs a small shop of his opportunity to earn a living. The modus operandi set up by the bill in this respect are intolerable and while this section of the bill, namely financial responsibility on the part of the service facility is discriminatory, it is not unreasonable that its essence be acceptable to the industry as a whole provided that it is just and takes cognizance of different size operations. Most certainly it warrants further discussion but with full representation of all the segments of the industry being present during the formulation of the program. In the opinion of the writer, the acceptance of financial responsibility by small service facilities would place it on par in the minds of the public with the larger outfits for whom a like requirement of appropriate proportions would be set.

Violation of Civil Rights

The bill also proposes a licensing program and it is in this connection that the writer is opposed to every one of its stipulations. The bill attempts to dictate the number of personnel to be employed, their technical qualifications, the location of the establishment, the equipment to be used, and numerous other very undesirable conditions. Not only are these violations of civil rights, but in *no way does the fulfillment of these conditions contribute to the correction of the basic evils which,* it is said, underlie the creation of the proposed ordinance. As a matter of fact such a licensing program can well result in added abuses—increased dissatisfaction on the part of the public and it may well be legalized by the ordinance.

By and large the requirements set forth in this licensing program, and which are intended to improve the servicing situation, are already being fulfilled by the majority of service installations in daily operation, therefore, these licensing regulations can contribute nothing to improving the situation. As a matter of fact in no way do they correct the causes underlying whatever chaos exists in television servicing. Nothing in the bill has any bearing on the many problems which surround the relationships between servicing facilities, television receiver manufacturers, distributing organizations, television receiver dealers, and the public.

One particular clause in the bill indicates very poor advice on the part of those who may have given members of the Council guidance in the formation of this bill. The background requirements of technical personnel who would be qualified by the Commissioner of Licenses are not only fantastic and completely inadequate, but would, if anything, result in more inferior service than exists today. The bill sets forth that any individual who has had two years of training in either a public or a private school where television servicing is taught would be qualified by the Commissioner of Licenses as a television maintenance or service supervisor. With all deference to the radio and television schools active in the United States and with full recognition of what can be accomplished in two years training, especially when a man starts green, the automatic qualification of such an individual as a television maintenance supervisor is beyond comprehension. At best he might qualify as an installer and eventually become a servicing supervisor.

Changes Coming

The absence of a static level of development in television receivers, the approach of color and operation on UHF channels prevents the establishment of maintenance standards and qualifications at this time and while it may not satisfy the immediate needs of the public, the numerous problems of television servicing must be left in the hands of the industry as a whole for solution. Municipal licensing is not the answer; no city can solve the problems of an industry.

(signed) JOHN F. RIDER
480 Canal St., New York 13, N. Y.

Caliri Representatives

Caliri Mfr. Co., of W. Orange, N. J., has announced the following firms as its representatives: S. W. Simberkoff, 347 Fifth Ave., N. Y. C.; Roburn Agencies, Inc., 23 Park Place, N. Y. 7, N. Y.; Lawrence F. Zaffina Co., 14611 Alma Ave., Detroit, Mich.; J. W. Marsh Co., 1515 W. Pico Blvd., Los Angeles, Cal.; W. A. Hendrickson, 291 First Parish Road, Scituate, Mass.; The Branum Co., 107 Guardian Life Bldg., Dallas 1, Texas; R. M. Karet Associates, Inc., 510 N. Dearborn St., Chicago 10, Ill.; J. M. Cartwright & Son, 1336 Madison Ave., Memphis 4, Tenn.; Progressive Marketers, 41 Union Sq., N. Y. 3, N. Y.; Marsh Agencies, 2601 First Ave., Seattle, Washington; Southern Sales Co., 1135 Lincoln Tower, Fort Wayne 2, Ind.

DuMont Names Jackson

Appointment of Willis O. Jackson as southeastern regional sales manager for the receiver sales division, Allen B. DuMont Laboratories, Inc., has been announced by Walter L. Stickel, national sales manager.

Mr. Jackson is already in his new post, following an indoctrination period at the DuMont plant at East Paterson, N. J. His temporary headquarters will be at 517 Pine Forest, Marietta, Ga.

Bendix Merchandisers

R. W. Fordyce, general sales manager, Bendix Television and Broadcast Receiver Division, Bendix Aviation Corp., announces the appointment of the Capital Sales Co. as Bendix merchandiser for eastern Pennsylvania, southern New Jersey and northern Delaware.

The Position of

In this issue of "Radio & Television Retailing" the FM coverage of the United States by the 700 stations now on the air is well portrayed. All the listener needs for static-free, high quality reception is a receiver capable of giving genuine FM performance.

A growing awareness of the existence of this service manifested itself during the year by the demand for high quality component parts—tuners of high sensitivity, audio amplifiers of considerable power output and loud speakers capable of effectively handling that power. Due to the neglect of this demand by most of the established broadcast set suppliers, it has been met by sources outside the regular trade channels. Substantial businesses have been built up in the last two years in this field and volume is increasing.*

The broadcast industry will, however, for a long time to come, find the backbone of its service in the table model. The reader's attention is directed to two excellent examples of well-engineered FM table models shown elsewhere in this issue. The standard of performance of these sets with their high sensitivity, selectivity, solid limiting and freedom from drift, at a price in the lower half of the $100 bracket, sets a a mark for the industry to equal. I believe the problem of the genuine FM table model at a reasonable price is now behind us and that people in the areas covered in the map will have static-free service at reasonable cost.

* For an illuminating article on the growth of custom radio enterprises, see the March, 1950, issue (P. 91) of Atlantic Monthly magazine — "They Shall Have Music". See also, the June, 1950 issue of FM-TV Magazine for a further report on the growing market for custom FM sets.

This message covering the present status of FM is published in response to a suggestion by the Publisher of RADIO & TELEVISION RETAILING.

FM—1950

In fields allied to home broadcasting, FM moved ahead in the new storecasting and transit radio services. Numerous polls have shown public acceptance and such opposition as was encountered delayed but failed to stop the progress of the system.

In communications, the mobile services are still expanding rapidly. Here the use of FM is universal. No one would even attempt to sell a Chief of Police AM equipment.

The New York-Chicago television relays now nearing completion will make use of FM; likewise other radio relay links now being installed. "Television sound" is of course FM although of a somewhat less perfect form than that of reglar aural FM service.

Interconnection of FM stations by relaying has now reached state-wide proportions in numerous parts of the country. Multiplex transmission, a method of operation that is unique with FM, has begun to make its appearance in various applications. The next logical step in the development of high quality, static-free service appears to be the interconnection of FM stations on a national basis with the transmission of the full musical range.** Further development toward this end may be expected before the year's end.

Edwin H. Armstrong

** See "letter to the editor" on this subject in the July, 1950, issue of Atlantic Monthly.

DuMont Sees TV Set Sales Up to 7 Billion in 5 Years

Americans will buy 30,000,000 television sets and accessories costing seven billion dollars in the next five years, it was predicted by Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, Inc., in an address to the graduating class of Fairleigh Dickinson College, Rutherford, N. J.

The broadcasting end of television will experience a corresponding expansion in the same five years, Dr. DuMont declared.

"We can visualize an increase from the present 105 transmitting stations to approximately 1000. We will undoubtedly see at least 4 networks with interconnected facilities from coast to coast and from the northern border to the Gulf of Mexico."

Dr. DuMont also said that the future of television was "fabulous" and that the 1950 estimated production of 6,000,000 sets was "only the beginning."

Fillet Joins Tele-tone

Robert E. Fillet has been appointed to represent Tele-tone Radio Corp., in the northern half of New Jersey, and Orange and Rockland counties, New York, it has been announced by Morton M. Schwartz, general sales manager of Tele-tone.

The newly formed firm will be known as R. E. Fillet Co., and is located at 351 Halsey St., Newark, N. J.

New Line by Admiral

As we went to press, Admiral Corp. was ready to launch its new line of 18 TV models. Featured in the line is a 16-inch model with rectangular tube, listing at $199.95.

34 New Philco TV's

Philco Corp. unwrapped its 1951 TV line at Atlantic City where the firm's annual convention was held. The 34 new receivers featured five sizes of picture tubes, a new automatic scanning system and a remote control. Included in the new line are Philco's model 1601 table model, with 16-inch retails at $199.95 without built-in antenna; $229.95 with antenna. A 12½-inch table model, 1207, sells at $149.95, while the new 20-inch console, model 2176, with rectangular tube and many extra features, retails at $650—with remote control, at $695.



Shown is model 2176, with 20-inch tube, remote control, AM-FM radio and a 3-speed changer. Has 26 tubes; 4 rectifiers.

Industry News

Burton Browne Honored



Burton Browne, prominent Chicago advertising executive, was recently awarded an honorary Doctorate of Science degree in Business Administration by the University of Hollywood. The event took place at a dinner at Chicago's Lake Shore Club.

Leading Makers to Show Sets at N. Y. Exposition

Leading television manufacturers will participate in the industry's first major consumers' show at the National Television and Electronics Exposition to be held in New York, September 23 to 30, Irving Fromer, president of Fromer-Kram Expositions, Inc., has announced. It will be staged at the 69th Regiment Armory, 25th Street and Lexington Ave., one of New York City's largest exhibition halls.

"Progress in television is rapid," Mr. Fromer said, "yet the home receiver owner has had almost no chance to get a broad, up-to-date picture of the industry's accomplishments.

"Progress in the improvement of home receivers, coupled with continuing research in color and large screen projection has opened a new field. Television owners have become an important group of entertainment 'fans.' This show will be the first opportunity for set and accessory manufacturers to tell their stories directly to them."

The eight-day exposition will feature on-the-spot telecasts and broadcasts of leading network shows, with sustained entertainment furnished by top-flight radio and television stars.

All arrangements are being handled by Fromer-Kram Expositions, Inc., 551 Fifth Ave., New York City.

Appoints Del Padre Firm

Morris J. Steelman, president of Steelman Phonograph & Radio Co., Inc., 742 E. Tremont Ave., Bronx 57, N.Y., has announced the appointment of L. L. Del Padre Associates, with branches in Providence, R.I., and Springfield, Mass., as the Steelman distributor in both those areas.

Electrical Distributors Meet at Atlantic City

The 42nd annual convention of the National Association of Electrical Distributors was attended by a record crowd at Atlantic City, June 11, 16. Among the speakers were Charles E. Wilson, president of GE; D. M. Salsbury, NAED president; C. G. Pyle, NAED managing director; Joseph B. Elliott, RCA Victor vice-president in charge of consumer products; G. P. F. Smith, president Norge Division; W. E. O'Brien, general sales manager Toastmaster Products Division.

W. G. Peirce, Jr., president, Peirce-Phelps, Inc., Philadelphia, was elected president of the NAED.

Also announced was the election of Benjamin Gross, Gross Distributors, New York, as vice-president and chairman of the Appliance Division. R. M. Johannesen, Johannesen Electric Co., Greensboro, N. C., was re-elected vice-president and chairman of the Apparatus and Supply Division.

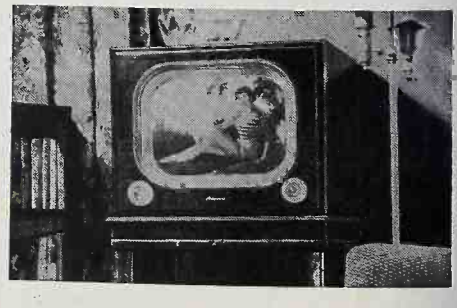
I. W. Danforth, Danforth Co., Pittsburgh, was elected to the executive committee and Ralph Brown, General Electric Supply Corp., Bridgeport, was re-elected to that committee.

Board of Governors

The following members were newly elected to the Board of Governors: A. D. Stokes, Stokes Electric Co., Knoxville; C. A. D'Elia, D'Elia Electric Co., Bridgeport; Harry R. Tracy, Tracy and Co., Inc., Providence, R. I.; Raymond Rosen, Rosen and Co., Inc., Philadelphia; Fred H. Dendy, Electrical Wholesalers, Atlanta; J. H. Bragg, Florida Electric Supply Co., Tampa; J. I. Bogden, the B. & B. Electric Co., Cincinnati; J. T. Morgan, Charleston Electrical Supply Co., Charleston, W. Va.; L. E. Barrett, Barrett Electrical Supply Co., St. Louis, and J. R. Thompson, Warren Electric Co., Houston.

New Arvin TV Sets

The new Arvin 1951 TV line is spearheaded by the model 2161 TM (shown here), a 16-inch table model list priced at $219.95. Also announced as part of the new line were the models 4162CB, listed at $339.95 in limed oak and



$329.95 in mahogany (model 4162CM); and the model 2124CCM, a 12½-inch TV console with 3-speed record player listing at $279.95. The model 2162CCM, another new combination set with a 16-inch screen, lists for $349.95, and the 4081T, a metal cabinet 8½-inch table model, lists for $119.95.

FOLLOW THE LEADERS

BUY WISE...

BUY THE ORIGINALS...

BUY HYTRON TV FIRSTS

Ask for the original Hytron TV firsts: Hytron **1X2** compact, high-voltage TV rectifier. Hytron **6BQ6GT, 25BQ6GT** extra-performance deflection amplifiers. Hytron **6U4GT** high-perveance damping diode. Hytron **12BH7** twin-triode sweep amplifier with superior efficiency. Hytron **16RP4** original rectangular TV picture tube.

MAIN OFFICE: SALEM, MASSACHUSETTS

Latest Television Models

Compiled by Our Editors as a News Service to Our Readers

Tele-Tone TV COMBO

A new radio-phono-TV combination has been announced. With AM-FM radio, 3-speed changer and 16" rectangular tube TV, the new model, #316-B, is built so that the radio-



phono, which is a complete unit in itself, may be sold separately or with any other table model TV set. The TV unit of the 316-B nestles into the top of the radio-phono unit and gives the appearance of a regular TV console. List price is $299.95. Tele-Tone Radio Corp., 540 W. 58th St., N. Y. 19, N. Y.—RADIO & TELEVISION RETAILING.

Majestic NEW LINE

Twelve new TV sets comprise the newly announced line. They are: two 12½" table models, #120 at $139.95 and #121 at $169.95; two 14" table models, #141, $179.95, and #142, $199.95; a 14" consolette, #1400 at $229.95; two 16" rectangular tube sets, #160 table model, $229.95, and #1600, consolette, $259.95; two 16" consoles, #1605 at $269.95, and #1610, with doors, $299.95; a 16" custom console with doors, #1674, $339.95; and two 19" consoles, #1920, $349.95, and #1974, custom console with doors, $399.95. Also announced were 3 new radio models: 5LA5, $19.95 and 5LA7, $22.95, both plastic table radios, and a radio-phono combination for $199.95. Majestic Radio & Television, Inc., 70 Washington St., Brooklyn 1, N. Y.—RADIO & TELEVISION RETAILING.

Snaider PROJECTION TV

A new projection slave receiver has been announced. Designed for viewing by mass audiences in daylight, the unit may be connected to any type of TV receiver on the market. It projects a picture up to 6 by 8 feet in size. Snaider Television Corp., 540 Bushwick Ave., Brooklyn 6, N. Y.—RADIO & TELEVISION RETAILING.

Pentron SONOGRAPH

This wire recorder, designed for use with microphone and earphones, is directed toward use as a dictating and transcribing system. Records up to one hour. List price is $149.50. Pentron Corp., 611 W. Division St., Chicago 10, Ill.—RADIO & TELEVISION RETAILING.

Stewart-Warner 14" TV SETS

Two new 14-inch rectangular black tube TV sets have been added to the



line. The "super deluxe" model 9109-B, shown here, is a table model in dark mahogany cabinet. Its list price is $259.95. The other set is the 9109-A, "royal deluxe," console model in mahogany. It lists for $279.95. Stewart-Warner Corp., 1826 Diversey Pkwy., Chicago 14, Ill.—RADIO & TELEVISION RETAILING.

Trad 16-19" TV SET

A new TV set, shown here, has been announced. It is available with either a 16-inch or 19-inch tube. Chassis is the RCA 630 TS type. Cabinet is mahogany with ¾ length doors. Trad



Television Corp., 377 Fourth Ave., N. Y. 16, N. Y.—RADIO & TELEVISION RETAILING.

Scott "CHIPPENDALE"

In period style mahogany cabinet, the "Chippendale" has the two unit 24 tube chassis, AM-FM and short wave radio, with pushbutton selector on FM and AM, and 3-speed record changer. Called model 800B1, it is priced at $995. Remote control available at $100 additional. Scott Radio Laboratories, Inc., 4541 Ravenswood, Chicago, Ill.—RADIO & TELEVISION RETAILING.

Standard TV CABINET

A specially designed cabinet is offered. It is intended to house a TV console. Features hand-rubbed lifetime mahogany finish. Standard Wood Products Corp., 43-02 38th St., L. I. C. 4, N. Y.—RADIO & TELEVISION RETAILING.

Raytheon TV COMBO

"The Devonshire," shown here, is the latest addition to the line. With AM-FM radio, 3-speed phono, and 16-inch TV, this model, RC-1405, lists for $399.95, in mahogany veneer cabinet.



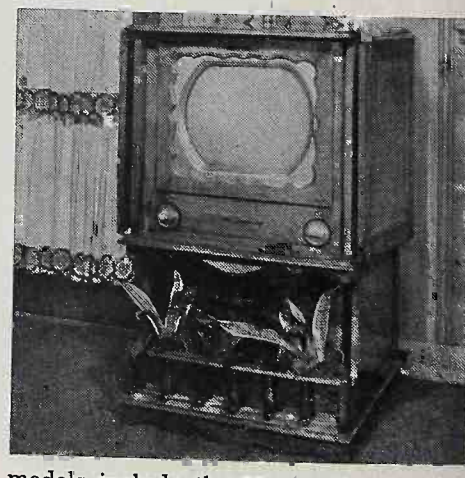
Belmont Radio Div., Raytheon Mfr. Co., 5921 W. Dickens Ave., Chi., Ill.—RADIO & TELEVISION RETAILING.

Philmore TV CHASSIS

A 31 tube TV chassis for 16-inch tube is offered. Called model CP-30D, it is also available in kit form (model KP-30D). Philmore Mfr. Co., Inc., 113 University Place, N. Y. 3, N. Y.—RADIO & TELEVISION RETAILING.

Kaye-Halbert NEW LINE

Seven new TV sets comprise the new line Console model 234, available in 16 or 19 inch sizes in blonde oak, walnut or mahogany, features "disappearing doors" which fold into the cabinet itself. The Cambridge, model 237, shown here, comes in maple wood with polished brass planter in base. Other



models include the Normandy, (model 236, 16" and model 241, 19"); the Windsor, (model 235, 16" and model 240 19"); an open-face console, (model 233); the Bird's-eye table model, #232; an open-face table model, #231. Kaye-Halbert Corp., 4921 Exposition Blvd., Los Angeles, Cal.—RADIO & TELEVISION RETAILING.

U. S. Devices Antenna Rotator

All in One— One for All— All in Line—

all built in • no parts to add

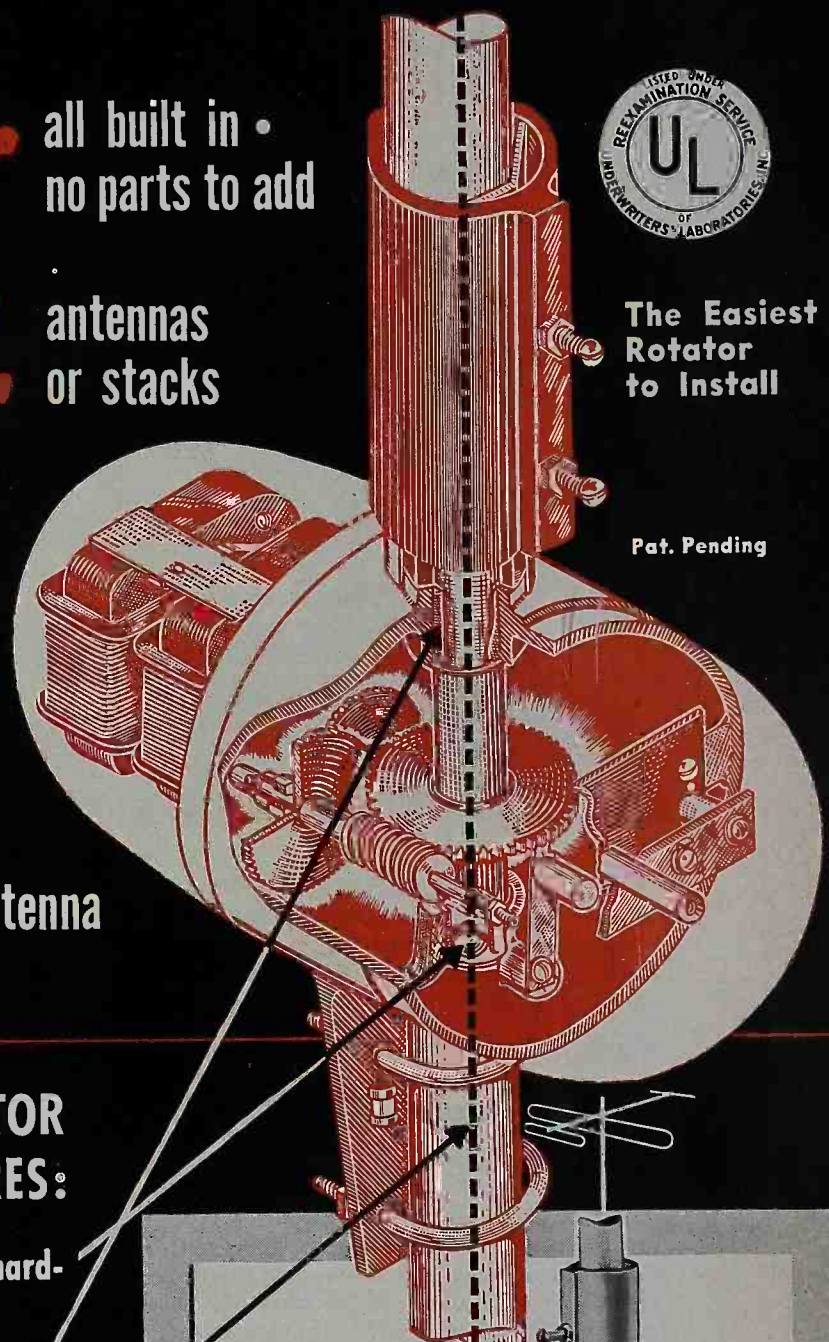
antennas or stacks

between antenna and mast

LISTED UNDER REEXAMINATION SERVICE UL OF UNDERWRITERS' LABORATORIES, INC.

The Easiest Rotator to Install

Pat. Pending



ONLY THE U.S.D. ANTENNA ROTATOR HAS ALL THESE VITAL FEATURES:

- ¾" Steel shaft rotates on case-hardened steel ball.
- In-line reamed oilless bearings keep shaft in line.
- True in-line thrust between antenna and mast.

Stack them to the sky • the U.S.D. Antenna Rotator can take them all • as much as 1,000 pounds.

Only the U.S.D. Antenna Rotator embodies every electrical and mechanical feature of the ideal antenna rotator.

PLACE YOUR ORDER WITH YOUR DISTRIBUTOR

Model 501 Rotator and Control Box (with End of Rotation Light) $39.95

Model 502 Rotator and Control Box (with Directional Indicator) $49.95

PRICES SLIGHTLY HIGHER IN THE WEST



U.S.D. Control with Accurate Directional Indicator. Positive Lock-Stop. Hairline Tuning in Two Directions.

WRITE FOR DATA-PACKED CATALOG

U. S. DEVICES CORP. ANTENNA ROTATOR DIVISION

Hillside Ave., Oak Tree • So. Plainfield, N. J.

VISIT U.S.D. BOOTHS 236 AND 238, N.E.D.A. SHOW IN CLEVELAND

JERROLD MUL-TV

Makes Dealer $$$ with Demonstration on ALL Channels



Carson Brothers, outstanding Philadelphia appliance store, realized it was necessary to show *clear* pictures on *all* channels to obtain volume TV set sales. Their store location permitted fair reception of the station nearest them. The other two stations—terrible! Sales resistance was rough, due to poor reception from two out of three TV stations.

Sales Zoom with Jerrold Mul-TV

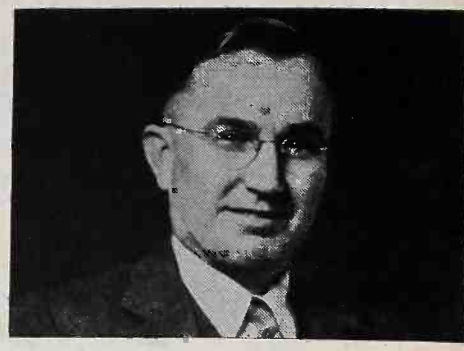
Carson Brothers . . . like over 800 other leading television dealers from coast to coast . . . found the answer to their problem when Jerrold Electronics proved that any number of receivers can be operated beautifully on *all* channels with pictures that *sell* sets. At Carson's, installation of the Jerrold Mul-TV System not only increased reception quality—but made possible the window display shown above. All three channels—on sets right beside each other—produced a crowd-stopping display that pulls customers into the store and *sells* television sets by the score!

There's no "summer slump" in TV sales with a Jerrold Mul-TV System on your sales force. *Mul-TV* is a carefully engineered antenna, amplifier and distribution *system,* a *proven success* with top television retailers and distributors. Each picture on every set is *better* than if each set had its own antenna—because the Jerrold System assures *perfect reception without exception.*

Phone, wire or write today for full information:

JERROLD **ELECTRONICS CORP.**
121 NORTH BROAD STREET
PHILADELPHIA 7, PENNA.
(Phone: LOcust 7-2245)

Sylvania Vice-President



The board of directors of Sylvania Electric Products, Inc., has elected H. Ward Zimmer (above) executive vice-president of the company, it was announced by Don G. Mitchell, president. Mr. Zimmer has been vice-president in charge of operations for the past two-and-a-half years.

Sprague Announces Films For Dealers in 60 Cities

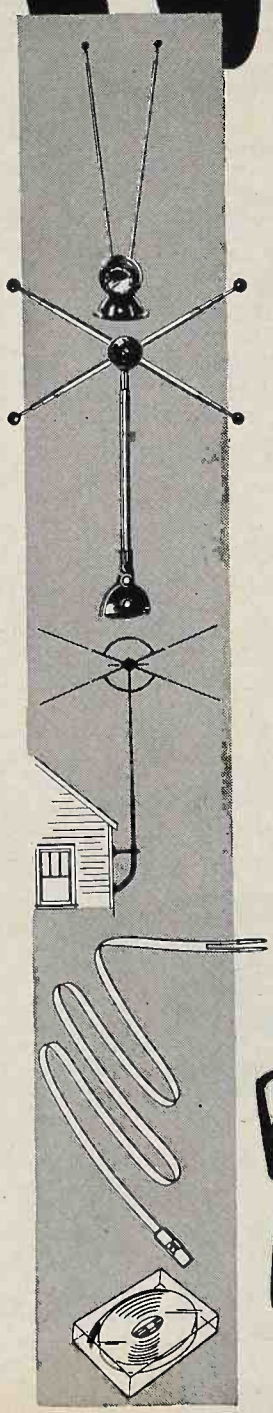
Composition of committees which will supervise production of four sound slide films designed to tune up radio and television dealers' business management and sales practices has been announced by R. C. Sprague, chairman, Town Meetings Committee, Radio Manufacturers Association.

The films will be shown at dealer meetings in 60 cities from coast to coast during August and September under the sponsorship of at least 16 radio and television manufacturers and their local distributors. Further uses of the films will be made in each city, Mr. Sprague said.

The following manufacturers (and their local distributors) are sponsoring the meetings: Belmont Radio Corporation (a division of Raytheon Manufacturing Corp.); Crosley Division, Avco Manufacturing Corp.; Allen B. DuMont Laboratories, Inc.; Emerson Radio & Phonograph Corp.; General Electric Co.; Hoffman Radio Corp.; Industrial Television, Inc.; Motorola, Inc.; Noblitt-Sparks Industries, Inc.; Packard-Bell Co.; Philco Corp.; RCA Victor Division; Stromberg-Carlson Co.; Wells Gardner & Co.; Westinghouse Electric Corp.; and Zenith Radio Corp.

Meetings have been slated tentatively for the following cities: Birmingham, Ala.; Phoenix, Ariz.; Los Angeles, San Diego and San Francisco, Calif.; New Haven, Conn.; Wilmington, Del.; Washington, D. C.; Jacksonville and Miami, Fla.; Atlanta, Ga.; Chicago; Bloomington and Indianapolis, Ind.; Ames and Davenport, Ia.; Louisville, Ky.; New Orleans, La.; Baltimore, Md.; Boston, Mass.; Detroit and Grand Rapids, Mich.; Minneapolis; Kansas City and St. Louis; Omaha, Nebr.; Newark, N. J.; Albuquerque, N. M.; Buffalo, N. Y.; Rochester, Schenectady and Syracuse, N. Y.; Charlotte and Greensboro, N. C.; Cincinnati, Cleveland, Columbus, Dayton and Toledo, Ohio; Tulsa and Oklahoma City, Okla.; Erie, Johnstown, Lancaster, Philadelphia and Pittsburgh, Pa.; Providence, R. I.; Memphis and Nashville, Tenn.; Dallas, Ft. Worth, Houston and San Antonio, Tex.; Salt Lake City, Utah; Norfolk and Richmond, Va.; Seattle, Wash.; Huntington, W. Va.; and Milwaukee, Wis.

4 SALES-PROVED "Package Deals" THAT BRING YOU MORE Money!



Over 1,000,000 sold!
The METROPOLITAN—TA-49

The industry standard: Model TA-49 indoor TV Antenna, Mahogany bakelite. 10 feet of 300 ohm line. 3-section telescoping tubular steel dipoles, covers all channels. Fully assembled. Individually packaged. Shipped six to a master carton. Shipping weight, 11 pounds. LIST PRICE, $6.95.

Cinches "borderline" sales!
The SUBURBAN—TA-51

Model TA-51 Conical Outdoor Antenna. For wall, window or attic mounting. Weatherized ebony bakelite head. 15 feet of 300 ohm line. Four 4-section telescoping tubular steel dipoles, triple chrome plated. 4-foot telescoping mast. Steel base mount, black copper-oxide, rustproof. Full channel coverage. Fully assembled. Individually packaged. Packed 6 to a master carton. Shipping weight, 30 pounds. LIST PRICE, $9.95.

The newest in outdoor mounts
The TOWN and COUNTRY

A fully assembled conical, complete with 12-foot mast, 50 feet of lead-in, universal mounting bracket for flat or sloping roofs, equipped with UHF stubs. Aluminum dipoles, steel mast. Individually packaged. LIST PRICE, $14.95.

Fast sales! Fast installation!
LINKED LEAD-IN

The new TL-10 . . . ten foot lead-in stripped, split . . . terminals already on . . . packaged complete with combination standoff and insulator . . . 12 to a box . . . 144 to a shipping carton. Shipping weight, 25 pounds. For 20 feet, snap 2 lengths together. A natural for counter sales . . . a time-and-money-saver for service departments! LIST PRICE, 69c.

Two-way profit builders: (1) Big selling "traffic items" in their own right and (2) powerful sales-clinchers for T-V set sales because they mean QUICK, EASY and INEXPENSIVE installation. Many times, that's all a T-V prospect needs to make up his mind—and *Radion* has pushed across tens of thousands of set sales for its dealers!

With over a MILLION of its original and improved model TA-49's in use today, and its other models making equally impressive records, *Radion* is America's BIG NAME in indoor and packaged outdoor antennae. It's your *life-saver* when a set with new "built-in antenna" won't quite deliver the goods—a money-maker for you *all the time!* 'Phone, wire or write your jobber—or mail coupon *TODAY.*

Radion

THE RADION CORPORATION
1137 Milwaukee Ave., Chicago 22, Illinois

Make more money—Mail this Right Now!

THE RADION CORPORATION R-7
1137 Milwaukee Ave., Chicago 22, Illinois

For Data on Radion Products and your nearest Distributor, check here:

☐ TL-10 Lead-in Package
☐ Metropolitan No. TA-49
☐ Suburban No. TA-51
☐ Town & Country No. TA-53 Outdoor Mount

Name.....
Company.....
Address.....
City.....Zone....State.....

Announcing the Sensational Low Cost telrex VANGUARD SERIES



CONICAL-V-BEAMS*

OFFERING OUTSTANDING TELREX PERFORMANCE AND DEPENDABILITY

SOLID DURAL ELEMENTS

TELREX QUALITY THROUGHOUT

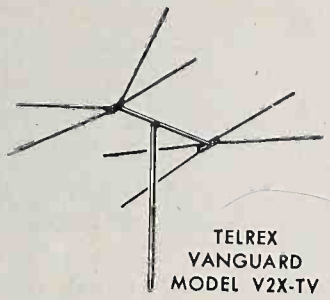
ALL-CHANNEL RECEPTION

ALL ALUMINUM CONSTRUCTION

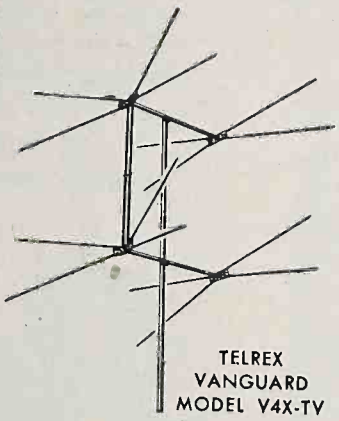
HEAVY GAUGE BUTTERFLY CLAMP

LOW LOSS LAMINATED PHENOLIC INSULATOR

DESIGNED for results *and* profits! High performance, extra low priced, the VANGUARD will outperform and outsell any comparably priced TV antenna anywhere. Vanguard Conical-V-Beams have engineered design that guarantees finest reception, conservative ratings that assure top performance and super-rugged construction that means long, trouble-free service life. The next time you need antennas, order Vanguard by Telrex. Don't settle for less than the best—particularly when the price is right. Call or write for complete illustrated catalog and prices, now!



TELREX VANGUARD MODEL V2X-TV

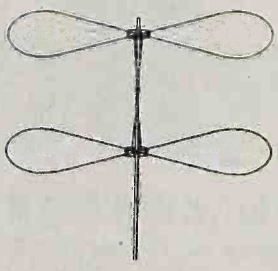


TELREX VANGUARD MODEL V4X-TV

NOW — THE CLOVER-V-BEAM

for fast, inexpensive installations in all primary and secondary areas

Here's a new high efficiency, low cost antenna that's particularly easy to install. Recommended for all primary and secondary areas, this two stack, closed loop Conical-V-Beam weighs less than 2 lbs. Ask your distributor or write Telrex for details!



CLOVER-V-BEAM MODEL 2 BDS

NEW LOW PRICE FOR SUPEREX!

A buy at any price, now listing for **$2.25**

Patents Pending
Copyright 1950



Be sure it's a "CONICAL-V-BEAM" —Look for the TELREX* Trademark

* REGISTERED TRADEMARK

telrex INC.

CONICAL-V-BEAMS*

AMERICA'S STANDARD OF COMPARISON

ASBURY PARK 2, N. J.

Sylvania Hostess



Talented Judy Kelly, night club and TV dancing star, who will act as hostess at the Sylvania exhibit at the NAMM convention in Chicago, with one of the 1951 Sylvania TV models which are to be unveiled at the convention.

Admiral Offers Trade-In Sales Plan for Dealers

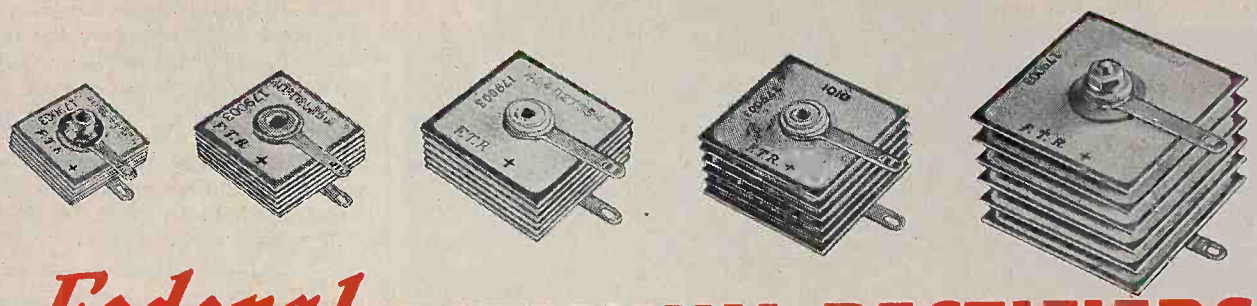
Small set TV owners can more easily convert their little ones into big ones as a result of a new sales plan announced by Admiral Corporation. Wallace C. Johnson, vice-president in charge of sales for Admiral said that retailers could offer a special $100 trade-in allowance to owners of 7 and 10-inch sets on the puchase of any of the company's 19-inch tube models Johnson.termed the move an educational one to more speedily acquaint the public with the advantages of the giant 200 square inch tube. Admiral's "filteray" effect, he said, makes it possible for watchers to enjoy motion-picture like television from a distance as close as three feet. No room is too small for this size set, he said. Dealers, Johnson added, are being afforded a comparable discount, plus the resale value of the old small sets.

Bound For Europe



Harvey L. Pokrass, president of the Tele King Television Corp., boarding a TWA plane for a conference with European industrialists to discuss future television production of the Tele King sets abroad.

STILL MAKING HEADLINES!



Federal SELENIUM RECTIFIERS

Open BIG NEW PROFIT-SOURCE for Servicemen!

MORE THAN 10,000,000

Now used in TV and Radio Receivers ...Millions more to be installed this year and every year!

Get your share of this profitable, continuing replacement market—with FEDERAL—The Original Miniature Selenium Rectifier

MANY of the nation's leading manufacturers have adopted the miniature selenium rectifier as a standard component. It has already been installed in over 10,000,000 AC-DC, portable, table and console radios and TV receivers . . . and its use is increasing by millions yearly!

For servicemen everywhere this means a new and important replacement market . . . a steadily growing source of *extra* income!

Be ready for this new profit opportunity by being ready to replace selenium rectifiers . . . with Federal . . . the original miniature selenium rectifier. Your customers are assured top performance . . . you are assured a good profit. Ask your distributor now about Federal . . . the industry's most complete line of miniature selenium rectifiers for TV and radio—plus many other special purposes.



Federal's Miniature Selenium Rectifier Handbook . . . 48 pages of valuable design and application data. Available from your distributor.

It pays to replace with the BEST ... Insist on *Federal*

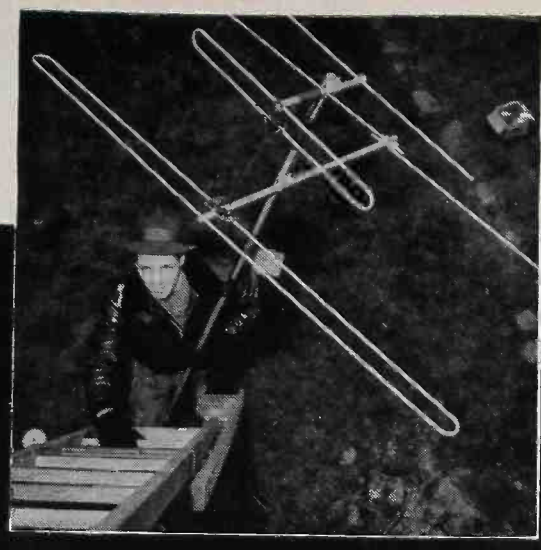
America's Oldest and Largest Manufacturer of Selenium Rectifiers

Federal Telephone and Radio Corporation

FEDERAL TELEPHONE & RADIO — FTR — An IT&T Associate

SELENIUM and INTELIN DIVISION, 100 Kingsland Road, Clifton, New Jersey

In Canada: Federal Electric Manufacturing Company, Ltd., Montreal, P. Q.
Export Distributors: International Standard Electric Corp., 67 Broad St., N. Y.



You can get

STRONG, LIGHT ALCOA ALUMINUM

For better masts and antennas
from your nearby Alcoa Distributor

Better for masts—Alcoa Aluminum masts are strong, light in weight and easy to install. Aluminum's lighter weight (one-half as much as steel pipe) makes it easier to handle on the ladder and roof. Will never streak houses with unsightly rust because it's corrosion-resistant *all the way through*.

Better for elements—So much so it's standard in the industry. Because it gives you light weight with strength, but is ductile enough to form easily into the most intricate dipole designs.

Get fast service on Alcoa Aluminum—call your nearby Alcoa Distributor listed below. He stocks Alcoa Aluminum masts and element tubing, can give you overnight delivery in most cases. Cutting and slitting also, at nominal charges. ALUMINUM COMPANY OF AMERICA, 1959G Gulf Building, Pittsburgh 19, Pennsylvania.

For best results, always fasten aluminum with Alcoa Aluminum Fasteners, also available from your Alcoa Distributor

BUY ALCOA ALUMINUM MASTS AND ELEMENT TUBING LOCALLY from these distributors

Atlanta, Georgia
• J. M. Tull Metal & Sup. Co., Inc.
Baltimore, Maryland
• Whitehead Metal Prod. Co., Inc.
Boston (Cambridge), Mass.
• Whitehead Metal Prod. Co., Inc
Buffalo, New York
• Bruce-Mueller-Huntley, Inc.
• Whitehead Metal Prod. Co., Inc.
Charlotte, North Carolina
• Edgcomb Steel Company
Chicago, Illinois
• Central Steel & Wire Company
• Steel Sales Corporation
Cincinnati, Ohio
• Williams & Company, Inc.
Cleveland, Ohio
• Williams & Company, Inc.
Columbus, Ohio
• Williams & Company, Inc.
Dallas, Texas
• Metal Goods Corporation
Detroit, Michigan
• Steel Sales Corporation
Houston, Texas
• Metal Goods Corporation
Kansas City, North, Missouri
• Metal Goods Corporation
Los Angeles, California
• Ducommun Metals and Sup. Co.
• Pacific Metals Company, Ltd.
Milford, Conn.
• Edgcomb Steel of New Eng., Inc.
Newark, New Jersey
• Whitehead Metal Prod. Co., Inc.
New Orleans, Louisiana
• Metal Goods Corporation
New York, New York
• Whitehead Metal Prod. Co., Inc.
Philadelphia, Pennsylvania
• Edgcomb Steel Company
• Whitehead Metal Prod. Co., Inc.
Pittsburgh, Pennsylvania
• Williams & Company, Inc.
Portland, Oregon
• Pacific Metal Company
Rochester, New York
• Bruce-Mueller-Huntley, Inc.
San Francisco, California
• Pacific Metals Company, Ltd.
Seattle, Washington
• Pacific Metal Company
St. Louis, Missouri
• Metal Goods Corporation
Syracuse, New York
• Bruce-Mueller-Huntley, Inc.
• Whitehead Metal Prod. Co., Inc.
Toledo, Ohio
• Williams & Company, Inc.
Tulsa, Oklahoma
• Metal Goods Corporation

ALCOA ALUMINUM MASTS AND TUBING

INGOT • SHEET & PLATE • SHAPES, ROLLED & EXTRUDED • WIRE • ROD • BAR • TUBING • PIPE • SAND, DIE & PERMANENT-MOLD CASTINGS
FORGINGS • IMPACT EXTRUSIONS • ELECTRICAL CONDUCTORS • SCREW MACHINE PRODUCTS • FABRICATED PRODUCTS • FASTENERS • FOIL
ALUMINUM PIGMENTS • MAGNESIUM PRODUCTS

Battery Chart

(*Continued from page* 67)

assist the dealer in selling batteries.

A survey of radio batteries made in conjunction with this compilation shows that most battery makers are trying to consolidate type numbers which have very little difference between them in order to simplify the dealer's stocking problem. In addition, battery construction is constantly being improved, with new and more durable materials being used, to lengthen "shelf life" as well as time of actual use.

National Carbon Manager

The appointment of A. S. Johnson as general manager of the National Carbon Division of Union Carbide and Carbon Corporation has been announced.

New Olin Merchandiser

One of the most compact and unique flashlight and battery merchandisers ever developed is a wire display wall rack, 35 inches high, and only 2⅞ inches wide and 4¼ inches deep, has been announced by J. C. Calhoun, assistant sales manager of the Electrical Division of Olin Industries, Inc. Designed to make profit areas out of present idle wall space, the new, compactly built displays can be hung in place with two screws, in such high traffic wall locations as corners near doors, between windows and next to cash registers.

The new rack holds three flashlights, protected by pilfer-proof rubber-cushioned rings, and 24 batteries. The new wall rack is furnished retailers at no extra cost, Mr. Calhoun said, with a special assortment of flashlights and batteries, orders for which can be placed with their wholesalers.

Alprodco Expansion

Alprodco, Inc., of Kempton, Ind., and Mineral Wells, Texas, has expanded its offices at Kempton by the construction of 3,000 feet of additional office space. The new offices feature an acoustical panel ceiling with indirect lighting and complete air-conditioning for employee comfort.

In Channel Master Ad Post

Appointment of Daniel S. Roher as advertising manager has been announced by Joseph Y. Resnick, general manager of Channel Master Corp., Ellenville, N. Y., manufacturers of TV antennas. With the consolidation of its advertising facilities, the company is now preparing plans for an expanded promotional campaign.

At the same time, Channel Master, which maintains its own independent sales force, named two more to its staff, Sylvester Herlihy and Joseph Bozelli. The 20-man sales department will further increase its territory and services. Channel Master antennas are sold through a selective system of exclusive distributors.

Now-Rauland Ends Annoying Tube Face Reflections

New Etched Face Increases Viewing Ease and Pleasure

Rauland is proud to announce the solution of one of Television's most stubborn picture problems—the reflection of room lights, windows and other light sources back to the eyes of the viewer.

Attempts have been made, with only partial success, to solve this problem by tilting the glass face-plate so that its reflections are angled below the viewer's line of vision. Reflections from the curved tube face itself obviously could not be eliminated by this means.

Now Rauland has attained a full solution of the problem by a process which leaves the tube face with a satiny, non-reflecting surface. In combination with a tilted face plate, reflections are effectively eliminated. Even a bright, unshaded light held beside the viewer at normal viewing position produces no disturbing "hot spot" in the television picture.

Rauland is happy to contribute again to the television industry by making possible viewing ease and comfort beyond anything known heretofore. This new reflection-proof face is available now in many of the tube types produced by Rauland.

THE RAULAND CORPORATION



Perfection Through Research

4245 N. KNOX AVENUE • CHICAGO 41, ILLINOIS



THE MOST
AMAZING
OFFER EVER MADE!

RECOTON

GIVES YOU
Free Silver Dollars
TO COMMEMORATE
ITS Silver CELEBRATION

Recoton's spectacular Silver Celebration consumer campaign will boost your sales and give you extra-dividend silver dollars. As a sure-fire send-off for this powerful promotion Recoton has created exciting new packaging and a tremendous barrage of sales-making promotional material—all backed by a consistent national advertising campaign. And here's Recoton's Silver Celebration gift to you: with every carton of these 6 Recoton best-selling phoneedles you buy—Recoton will give you a FREE gift certificate redeemable for one shiny new silver dollar!



SUPEROSMIUM
$1.00 RETAIL

RECOTON'S fast-moving $1.00, $1.50 and $2.50 phoneedles come in new, attractive lucite jewel containers. And, as a special FREE gift — with each needle your customers receive a useful, good-looking record brush pad.

Nylon
$1.50 RETAIL





SUPERIOR 25c retail
OSMIUM TIPPED 50c retail
PRIMUS SAPPHIRE $2.50 retail
REPLACEMENT NEEDLE KIT No. 250

FREE SALES PROMOTION MATERIAL

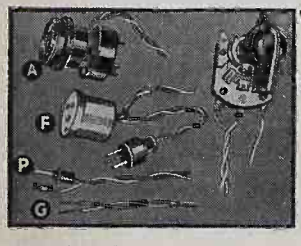
RECOTON'S traffic-building promotion means more business for you — striking 3-color, eye-catching self-selling display cards, replacement needle charts, colorful envelope stuffers, plus the powerful support of national advertising.





Write today for complete information.

RECOTON CORPORATION
251 Fourth Avenue New York 10, N. Y.



MAKE EXTRA PROFITS
selling and installing *Magna-Tone*
AUXILIARY AUTO SPEAKERS



Only $12.95 List with full trade margins

Installation is easy. We furnish Plug Adaptors to fit most cars at no extra cost. Illustrated left.

MAGNA-TONE uses the QUAM Adjust-a-Cone speaker, made expressly for rear seat application. Has unusual power handling capacity needed in auto speakers. Large diameter 1-inch voice coil. Distinctive chromium grill enhances car interior. Quality throughout. Established manufacturer.

AERO-TONE MFG. CO. INC., 4836 JOY ROAD, DETROIT 4

New Phonos

Columbia LP CHANGER

A new record changer attachment (shown here) has been announced, designed to play all sizes of 33⅓ LP records automatically. Called model 104, it will give up to four hours of music at a single loading of 10 and 12 inch records. Will play twelve 7″ records, twelve 10″, ten 12″, or a mixture of ten



10″ and 12″ records, all automatically. Cartridge uses a replaceable sapphire tipped needle. List price on the model 104 is $16.95. Columbia Records, Inc., 1473 Barnum Ave., Bridgeport, Conn.—RADIO & TELEVISION RETAILING.

Webster-Chicago PHONOS

The model 100-641 portable automatic changer has been announced. Plays all sizes, 3-speeds, automatically. Also announced is the model 166, portable amplifier. Offered as a mate to the 100-641, it features a push-pull amplifier circuit and a 10-inch speaker. Housed in a bass reflex cabinet. Webster-Chicago Corp., 5610 W. Bloomingdale Ave., Chicago 39, Ill.—RADIO & TELEVISION RETAILING.

Waters Conley PHONOS

A complete new line of children's phonographs, both acoustic and amplified models including portables, table models and consolettes, has been introduced. Model K-15, shown here, has a



"television type" cartoon panel which lights up. It plays all sizes of 78 RPM records. Waters Conley Co., Rochester, Minn.—RADIO & TELEVISION RETAILING.

THE GREATEST SHOWS ON EARTH!



...perfectly reproduced by THOMAS tubes!

Behind the effortless Big Top performances are years of intensive training, a heavy investment in special equipment, and a constant search for ways of improvement.

Likewise, behind the flawless performance of Thomas tubes are a highly trained engineering staff, the most modern equipment (much of it specially designed), and a continual research program aimed at producing an ever better picture tube.

So when you buy a Thomas tube you are getting a "star performer" in every sense of the word. Insist on the BEST — Specify Thomas television tubes!

THOMAS ELECTRONICS, Inc.

118 Ninth Street — Passaic, New Jersey

Majestic Vice-President



Louis Silver, above, has been appointed executive vice-president and general manager of Majestic Radio & Television, Inc., Brooklyn, N. Y., according to an announcement from Leonard Ashbach, president.

National Sales Manager



Milton R. Benjamin, above, former district sales manager for New England, has been advanced to national sales manager in charge of all sales for Majestic Radio & Television, Inc., Brooklyn.

Five New Executive Appointments by Philco

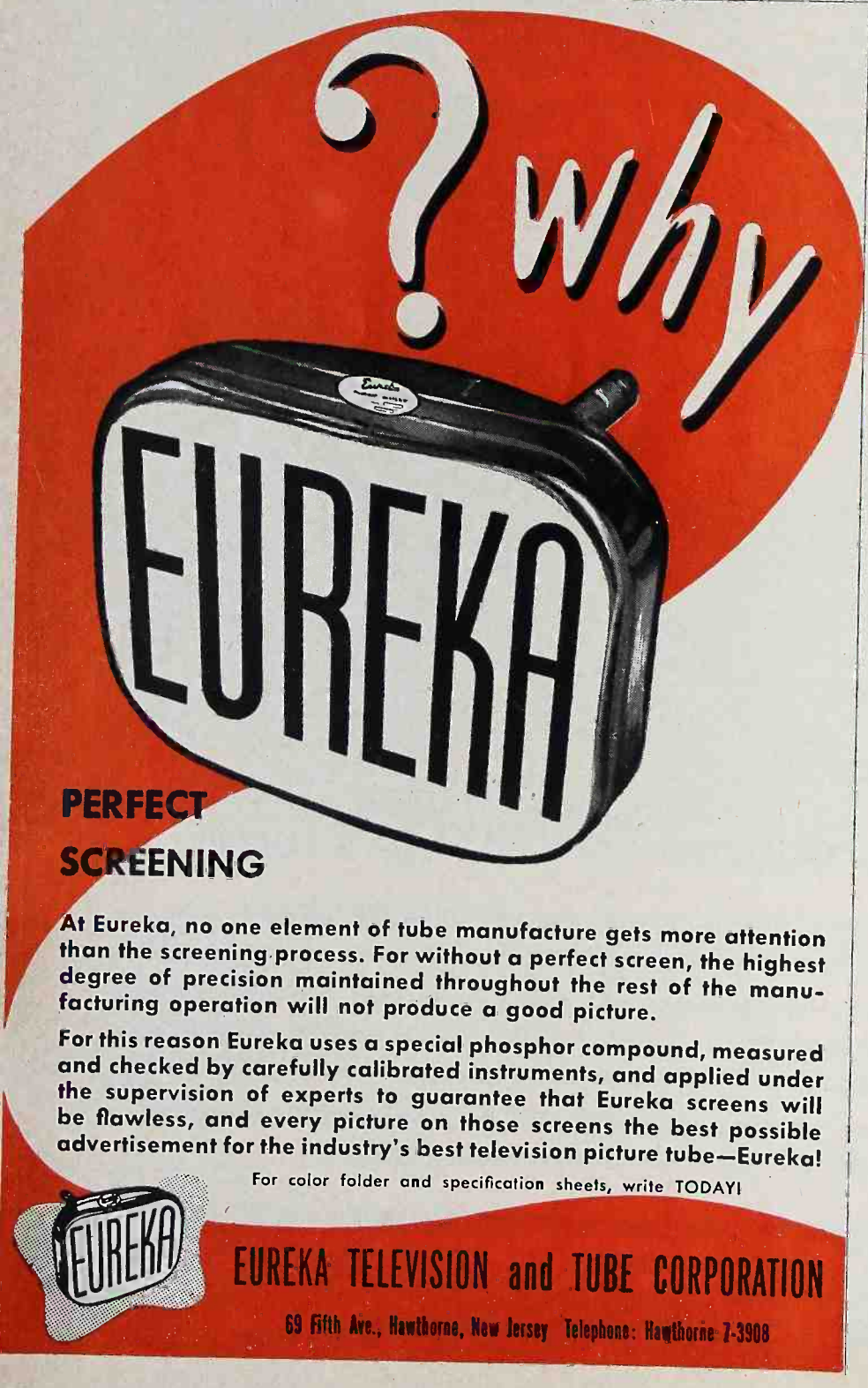
John F. Gilligan, advertising manager since 1944 and a veteran of 28 years' service with Philco, has been named vice-president—advertising of the corporation and will be in charge of the company's entire advertising program.

Henry T. Paiste, Jr., with Philco for 22 years and director of quality control, television and radio division, during the past year, has been appointed vice-president—service and quality for Philco Corporation.

Raymond B. George, who joined Philco in 1936 and has been sales promotion manager for the past three years, has been named to the new post of vice-president—merchandising of the television and radio division.

Walter H. Eichelberger, with Philco for 14 years and sales manager of the refrigeration division since 1944, has been promoted to the new position of vice-president—merchandising of the refrigeration division.

James M. Skinner, Jr., who joined Philco in 1934 after attending the University of Pennsylvania, has been named general sales manager of the refrigeration division.



National TV LINE

Line includes a 12½-inch table model (TV-1201) and a 12½-inch console (TV-1226), a 16-inch table model (TV-1601) and a 16-inch console (TV-1625). All cabinets are mahogany veneer. National Co., Inc., Malden, Mass.—RADIO & TELEVISION RETAILING.

Setchell-Carlson TV SETS

Two new 12-inch TV sets have been announced. They are the model 150, table model in mahogany cabinet, and the model 1500, console model including AM radio, available with or without 3-speed changer. Both sets feature the "Unit-ized" chassis. Setchell-Carlson Inc., New Brighton, Minn.—RADIO & TELEVISION RETAILING.

Andrea NEW LINE

Six new TV models have been introduced for the 1950 line. They are: the Saybrooke, 12½-inch table model, $249.95; the Mayfield, 16-inch table model, $319.50; the Sutton model, 16-inch console with full doors, $419.50; the Fleetwood, 16-inch console combination, $499.50; the Normandy, 19-inch console, $595; and the Caronia, 19-inch console combination, $795. Andrea Radio Corp., 27-01 Bridge Plaza N., L. I. C. 1, N. Y.—RADIO & TELEVISION RETAILING.

Perma-Power BATTERY CONVERTERS

Perma-Power units are designed to convert battery radios to all-electric operation. Utilizes selenium rectifiers, no tubes, and is said to have universal sockets to fit any radio. Perma-Power Co., 4721 N. Damen Ave., Chicago 25, Ill.—RADIO & TELEVISION RETAILING.

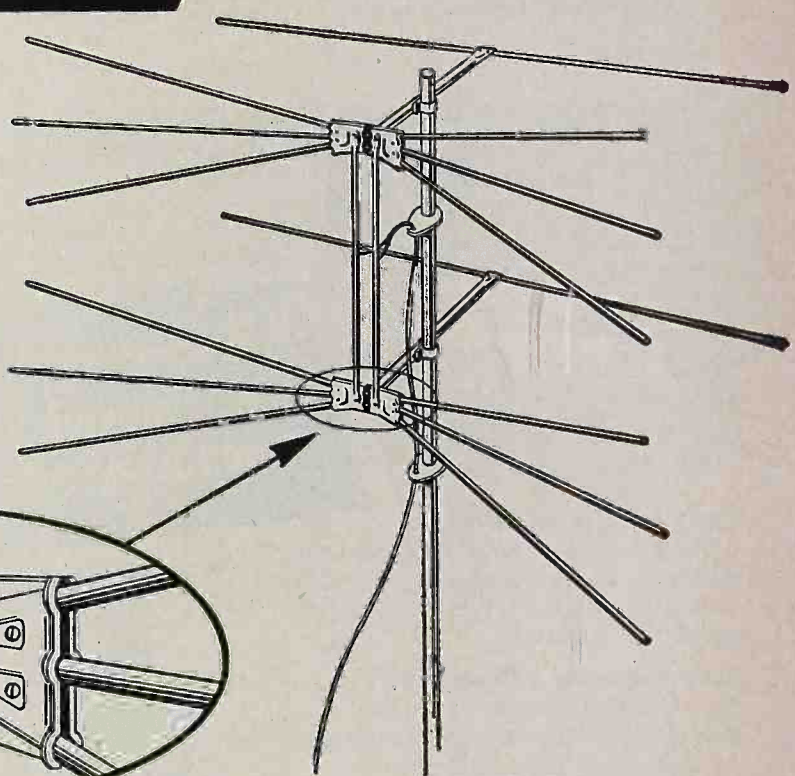
ANOTHER TACO REQUIREMENT-DESIGNED TYPE ALL-CHANNEL

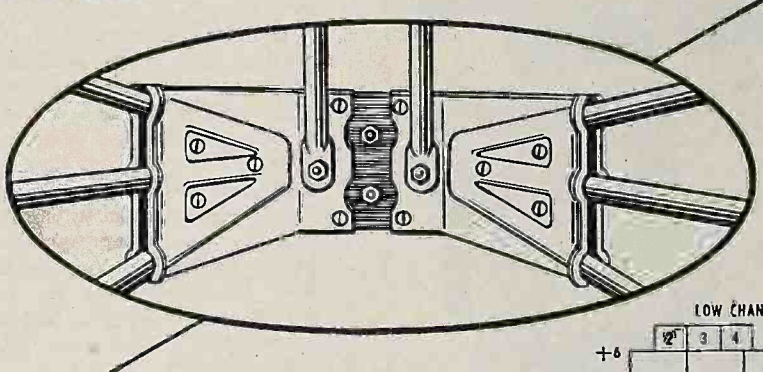
TRI-X

TACO

● For 16 years Taco has been providing the serviceman with the antenna best suited to his particular needs. For each TV area with its own specific conditions as to channels operating, directivity and signal strength, Taco has provided the best design.

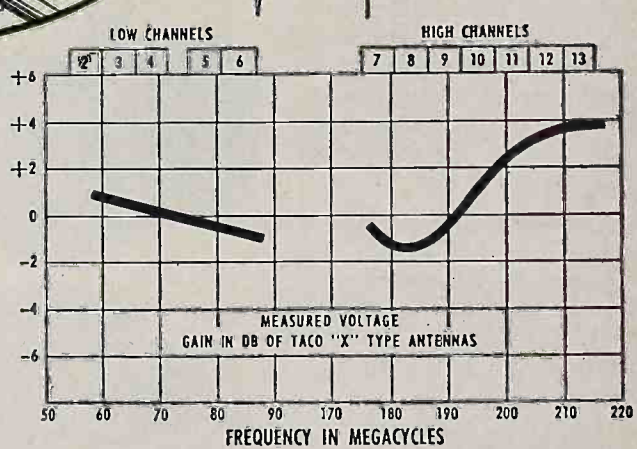
For areas where additional gain is desired on channels 11, 12, and 13, the new Taco Tri-X is now offered. Designed as an alternate for the Lazy X, this new Taco antenna incorporates all the latest developments of the unparalleled Taco Engineering and Research facilities.





The new apex design used in the Taco Tri-X eliminates the inherent weak point of X type antennas. Heavy aluminum fans, ribbed for extra strength, are bell-mouthed on ends of grooves thus leaving no sharp edges in contact with element rods. Special Taco noise-snubber eliminates bothersome wind-whistle effect. Jiffy-Rig construction provides the fastest, most practical assembly.

SEE YOUR JOBBER FOR PRICE AND DETAIL



Graphic illustration showing gain of Tri-X compared to Lazy X. Through low-band difference is negligible. In high-band operation the Tri-X shows considerable gain over the Lazy X on channels 11, 12, and 13.

MR. TV SERVICEMAN:

Don't risk your reputation or lose TV receiver sales by gambling with unproven antenna equipment. Taco equipment has proven itself for the past 16 years. Avoid those costly call-backs due to electrical or mechanical failures in antennas.

RADIO AND ELECTRONIC EQUIPMENT

TACO

TECHNICAL APPLIANCE CORP.

SHERBURNE, N. Y. • IN CANADA: STROMBERG-CARLSON CO. LTD. TORONTO 4, ONTARIO

New Jensen Needle Deal

Jensen Industries has announced a new replacement needle deal for merchants. As described by the firm, Jensen Industries, Inc., 329 S. Wood Street, Chicago 12, the deal includes a balanced assortment of 26 needles suitable for most phonograph needle replacements.

Called the "Jensen No. 5 Dealer Pack," the combination was developed by Jensen Industries, Inc., to meet a wide demand on the part of retail dealers and servicemen. Approximately 96 different phonograph needles are required to satisfy all record players on the market. The needles in the No. 5 Jensen Dealer Pack, however, are for the most popular record players and will take care of the majority of requests for new needles. By buying this pack, the dealer is assured of good, fast-moving merchandise as proved by popular demand. Each needle is individually packaged in a plastic box, with the entire assortment boxed in an attractive, clear, plastic container.

In New Post with Scott

Glenn E. Webster, former NBC operations supervisor and electronics industry executive, has been named distribution manager of Scott Radio Laboratories, Inc., John S. Meck, Scott president, has announced.



The V-M tri-o-matic is completely new — completely automatic — easy-to-operate — and now, it's available in two brand new amplified models!

V-M tri-omatic 975 portable; the ideal package for music lovers who like to move around — and take their music with them! lightweight, compact, handsome leatherette carrying case (wood frame), three-tube amplifier (including rectifier, 5" alnico speaker, tone and volume controls.



V-M tri-o-matic 970, amplified base: plugs into any AC outlet. The most compact, 3-speed automatic phonograph on the market! smooth functional styling blends well with any period.



The V-M tri-o-matic is also available as a replacement unit.

GET FULL DETAILS ON THE NEW V-M TRI-O-MATIC LINE TODAY FROM YOUR JOBBER OR REP.

V-M CORPORATION
Benton Harbor, Michigan

State of the Market

(*Continued from page* 12)

and feel that there's plenty of time to buy that TV set. The foregoing factors also influence the sales of phono records in addition to the recent slow-up of volume in college communities where students were cramming for final exams.

When outdoor living becomes the Great American Sport there's increased competition for the consumer's dollar between this and other industries, and smart dealers are meeting this condition with increased TV sales effort and through diversified store operations, such as the selling of refrigerators, food freezers, vacuum cleaners, laundry equipment, etc.

Quite recently consumers have been taking a renewed interest in color TV with respect to purchase of black-and-white sets. When talks of color first were publicized, they had considerable effect on the market. Now, all of a sudden, dealers are running into numbers of would-be customers who want to be sold a hundred percent that it's wise to buy now—who need to be sold that black-and-white sets are sound investments.

That poor salesmanship plays an important part in the present slow-up of sales of TV sets and records is a foregone conclusion. In most stores, the TV business has been booming, and too many salesmen have been psychologically damaged by prosperity. Numbers have been unable to step out of the role of order-taker now that the going has gotten a bit rough. Some outlets have gone all-out on price-cutting sprees to unload sets, but responses to price-slashing ads have been poor for the most part.

It won't be long before the industry will have snapped out of the doldrums to ring up record sales for 1950. Even now, many are doing big business, certain sets are in short supply, and those who keep on plugging for a short time more will reap rewards bound to come to smart merchandisers who stay in there pitching.

Like Starrett Promotion

A national mailing of 20,000 broadsides and other promotional material was sent by Starrett to outstanding radio and television dealers throughout the country. The mailing announces the unique Summer promotion of Starrett's new television models and, in addition, gives details of the free Florida vacation available to Starrett dealers.

The response from present Starrett dealers has been enthusiastic, company officials report, and a number have already reserved their vacation dates. Points are credited on all sets delivered to a store up to and including July 31, 1950.

Look to TIME SALES for Volume

Switch to COMMERCIAL CREDIT for SERVICE

That's the program for booking your business solidly into the black in the coming months.

Doubtless you know all about the big part that time payment buyers are going to play in your future. There's where your folding money will come from. And Commercial Credit Plan financing will help you reap the most of it.

But maybe there are some things about Commercial Credit Plan financing you're not hep to.

No other financing connection you can make . . . national . . . sectional . . . or local . . . can give you all the advantages, wholesale and retail, that you'll get from Commercial Credit.

And as a plus, to make these advantages pay off to the full, Commercial Credit gives you experienced service in credit investigation and collection . . . service developed through nearly forty years . . . to protect your merchandising profit.

So . . . how about giving the Commercial Credit man a ring and letting him tell you about some good things you may be missing.

COMMERCIAL CREDIT PLAN

Helps Dealers Make
More **SALES**
More **PROFITS**
More **SATISFIED CUSTOMERS**

COMMERCIAL CREDIT CORPORATION

A Subsidiary of
Commercial Credit Company Baltimore, • Capital and Surplus Over $100,000,000
MORE THAN 300 OFFICES IN PRINCIPAL CITIES OF THE UNITED STATES AND CANADA

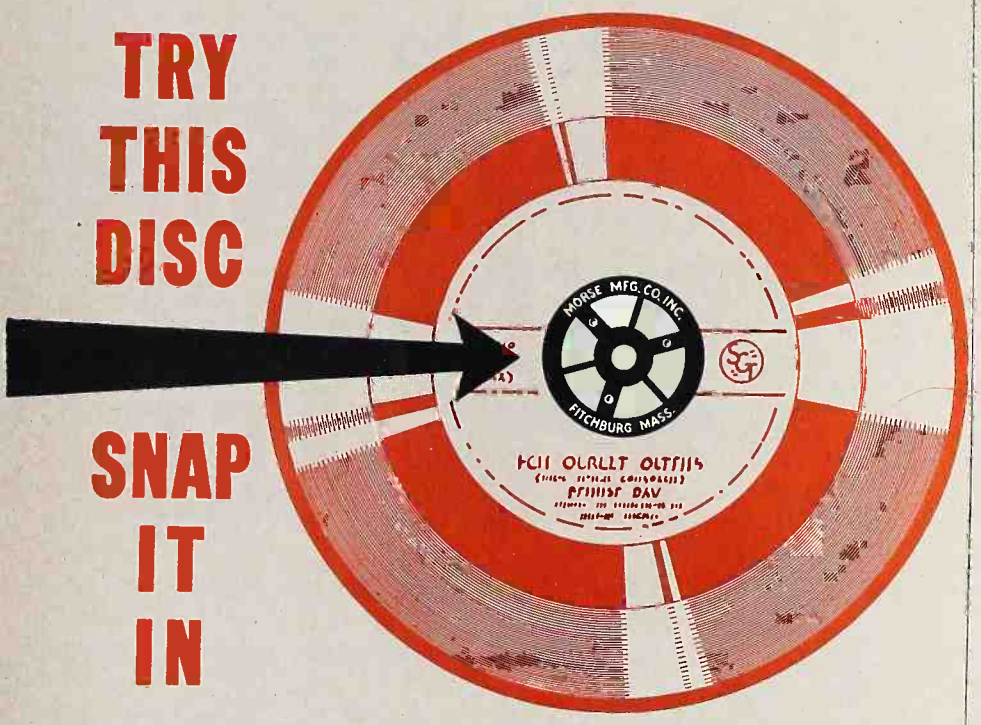
Music Show

(Continued from page 39)

Mayfair Record & Recording Corp., 1650 Broadway, New York 19, N. Y.—Booth 77.
Mercury Records Corp., 839 S. Wabash Ave., Chicago 5, Il.—Rooms 648, 649, Booths 92, 93.
Merson Musical Products Corp., 111 E. 14 St., New York 3, N Y.—Room 721.
Metronome Corp., 26 W. 58 St., New York 19, N. Y.—Booth 103.
Minshall-Estey Organ, Inc., 28 Birge St., Brattleboro, Vt.—Room 886.
Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—Rooms 676, 677, 678.
Music Educators Nat'l. Conference, 64 E. Jackson Blvd., Chicago 4, Ill.—Room 855.
Music Trades Corp., 113 W. 57 St., New York 19, N. Y.—Room 899.
Musser Marimbas, Inc., 5115 Ravenswood Ave., Chicago 40, Ill.—Rooms 776, 777.
National Piano Corp., 54 Canal St., New York 2, N. Y.—Rooms 807, 808.
National Sales Co., 101 Hopkins Pl., Baltimore 1, Md.—Room 762.
New York Band Instrument Co., Inc., 270 4th Ave., N. Y. 10, N. Y.—Room 797.
O. Pagani & Bro., Inc., 289 Bleecker St., New York 14, N. Y.—Room 707.
Pan-American Band Instruments (Div. of C. G. Conn, Ltd.), Elkhart, Ind.—Room 746.
Pancordion, Inc., 461 8th Ave., New York 1, N. Y.—Room 781.
Pathe Television Corp., 250 W. 57th St., N. Y. 19, N. Y.—Rooms 617, 618.
Peerless Album Co., Inc., 800 Union St., Brooklyn 15, N. Y.—Booth 14.
Penzel, Mueller & Co., Inc., 36-11 33 St., Long Island City 6, N. Y.—Room 787.
Peripole Products, Inc., 2917 Avenue R, Brooklyn 29, N. Y.—Room 700.
Peter Pan Records (Div. of Synthetic Plastics Sales Co.), 461 8th Ave., N. Y. 1, N. Y.—Booth 75.
Permo, Inc., 6415 N. Ravenswood, Chicago 26, Ill.—Booth 44.
Philco Corp., Tioga and C Streets, Phila. 34, Pa.—Booths 24-35 incl.
Phonolog Publishing Co., 458 S. Spring St., Los Angeles 13, Calif.—Booth 13.
Pollina Accordion Mfg. Co., 6921 Gratiot Ave., Detroit 7, Mich.—Room 700½.
Pratt, Read & Co., Inc., Ivoryton, Conn.—Rooms 860, 861.
Theodore Presser Co., Bryn Mawr, Pa.—Booth 51.
Radio & Television Equipt. Co., 207 Oak St., Santa Ana, Calif.—Room 795.
Rainbow Recording Corp. & Derby Records, 767 10th Ave., N. Y., N. Y.—Booth 82.
RCA Victor Division, Radio Corp. of America, Camden, N. J.—Private dining room 14, Booths 90, 91.
Recoton Corp., 251 Fourth Ave., New York 10 N. Y.—Booth 80.
Regal Musical Instrument Co., 3211-15 Grand Ave., Chicago 51, Ill.—Room 792.
Revere Camera Co., 320 E. 21 St., Chicago 16, Ill.—Booths 19, 20.
Rippen Pianofabrick, Bilderdijkstraat 45, The Hague, Holland.—Room 865.
Rowe Industries, 1702 Wayne St., Toledo 9, Ohio.—Room 755.
Russi Musical Instruments, Inc., 214-17 41 Ave., Bayside, L. I., N. Y.—Room 720.
Sacred Records, Inc., 1206 S. Hill St., Los Angeles 15, Calif.—Booths 17, 18.
Savoy-Regent Record Co., Inc., 58 Market St., Newark, N. J.—Booth 62.
Six Brothers Piano Co. & Brinkerhoff Piano Co., 2315 S. Michigan Ave., Chicago 16, Ill.—Room 895.
St. Louis Music Supply Co., Inc., 4400 Delmar Blvd., St. Louis 8, Mo.—Room 701.
Herman Savner & Son, 117 N. Wabash Ave., Chicago 2, Ill.—Room 801.
Schaff Piano String Corp., 2021 Clybourn Ave., Chicago 14, Ill.—Room 830.
Scherl & Roth, Inc., & F. A. Reynolds Co., 2845 Prospect Ave., Cleveland 15, Ohio.—Room 778.
Scott Radio Labs., Inc., 4541 N. Ravenswood Ave., Chicago 40, Ill.—Rooms 601, 657.
Seaburg Mfg. Co., 250 Crescent St., Jamestown, N. Y.—Booth 41.
H. & A. Selmer, Inc., Elkhart, Ind.—Rooms 752, 754.
Joseph Shale, 140 East Ave., Rochester 4, N. Y.—Room 845.
Slingerland Drum Co., 1325 Belden Ave., Chicago 14, Ill.—Room 784.
H. Royer Smith Co., 10th & Walnut Sts., Philadelphia 7, Pa.—Room 646.
Sohmer & Co., Inc., 31 W. 57 St., New York 19, N. Y.—Room 824.
Sonic Industries, Inc., 221 W. 17 St., New York 11, N. Y.—Room 645, Booths 78, 79.
Sonola Accordion Co., 7 Cardinal Hayes Place, New York 7 N. Y.—Room 725.
Sarkin Music Co., Inc., 251 Fourth Ave., New York 10, N. Y.—Rooms 717, 718.
Southern Music Co., 830 E. Houston Street, San Antonio 6, Tex.—Room 765.
Sparton Radio-Television, 2400 E. Ganson St., Jackson, Mich.—Rooms 679, 680.
Starr Piano Co., Inc., South 1st & A.B.C. & D Sts., Richmond, Ind.—Room 805.
Starrett Television Corp., 601 W. 26 St., New York 1, N. Y.—Rooms 660, 661, 662.
Steelman Radio Corp., 742 E. Tremont Ave., New York 57, N. Y.—Booth 72.
Steinway & Sons, 109 W. 57 St., New York 19, N. Y.—Rooms 821, 822.
Story & Clark Piano Co., 64 E. Jackson Blvd., Chicago 4, Ill.—Rooms 851, 852, 854.
Stromberg-Carlson Co., 100 Carlson Rd., Rochester 3, N. Y.—Private dining room 17.
Swiderski Music Co., 859 E. Allegheny Ave., Philadelphia 34, Pa.—Room 969.
Sylvania Electric Products, Inc., Colonial Radio & Television Div., 1280 Main St., Buffalo, N. Y.—Rooms 681, 682.

(Continued on page 90)

TRY THIS DISC



SNAP IT IN

SELL MORE 45-RPM RECORDS!

This item will boost your sales of these records BECAUSE customers CAN AFFORD to purchase these Adaptors at their LOW COST instead of considering WHETHER they can afford to buy a special record player. Attractive Point of Sale DISPLAY FREE with each order.

NO SPECIAL ATTACHMENTS NEEDED!

Just snap these small plastic Adaptors Discs into the large center hole of the record, and the records are ready for immediate use on any standard 3-speed record changer. The three little nubs prevent the records from slipping while playing.

IMMEDIATE DELIVERY — PRICE PROTECTION AFFORDED

See our display at the Music Show in Chicago — Palmer House, Booth 53-54— Aim Industries, Inc., Sales Agents, 41 Union Square, New York 3, N. Y.

Send coupon below for complete information

MORSE MFG. CO., INC., FITCHBURG, MASS.

DISTRIBUTORS • JOBBERS • DEALERS • MANUFACTURERS

MORSE MFG. CO., INC. FITCHBURG, MASS.

Dist. ☐ Jobber ☐ Dealer ☐ Mfg. ☐

Name .....

Address .....

City ..... State .....

Sylvania Ups Tube Output

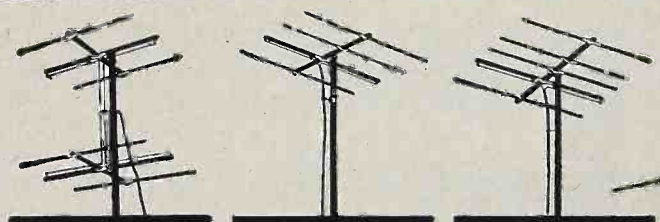
Sylvania Electric Products Inc., has embarked on a program to expand substantially its radio tube manufacturing facilities during the next six to nine months to meet the continuing higher demand, it has been announced by H. Ward Zimmer, executive vice-president.

First step in that program is the immediate construction of a new plant in Shawnee, Okla., which when completed around the first of next year will have a capacity of more than a million radio tubes per month.

C. W. Hosterman, formerly manufacturing superintendent of the Sylvania plant at Huntington, W. Va., will be manager of the new plant, which will cover 50,000 sq. feet and will employ between 400 and 500 persons. Investment in the Shawnee plant will be in excess of $1,500,000.

POWERFUL

PERFORMANCE AT LOW COST

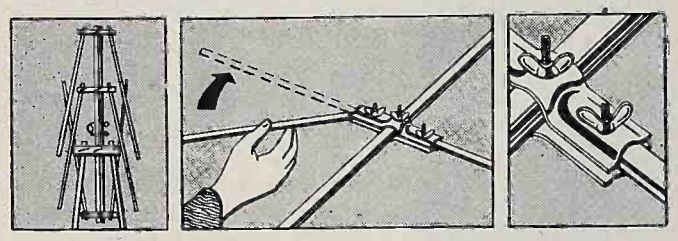


LOW CHANNEL $17.35 list HIGH CHANNEL 12.50 list For double stack as shown—including phasing rods	LOW CHANNEL $13.20 list HIGH CHANNEL 6.95 list	LOW CHANNEL $14.60 list HIGH CHANNEL 7.95 list
JA–*V. S. W. R. = 1.34 *Z = 335 ohms	JB–*V. S. W. R. = 1.26 *Z = 315 ohms	JC–*V. S. W. R. = 1.28 *Z = 317 ohms



Gain in decibels | Gain in decibels | Gain in decibels

PRE-ASSEMBLED FOR FAST, EASY INSTALLATION



All the parts are in one package ready for assembly. The new clamp type construction makes it easy to swing each element in place and secure it firmly with the wing nut. No bag of hardware to fuss with — no bolts or screws to lose.

Because of the high gain of this antenna, many people have found that they can obtain excellent results with a single bay attic installation.

THESE ANTENNAS STAY UP: Only the highest quality duraluminum alloys are used.

Yield Strength	36, 000 lbs. per sq. inch
Ultimate Strength	41,000 lbs. per sq. inch
Shearing Strength	24,000 lbs. per sq. inch
Endurance Limit	20,500 lbs. per sq. inch

*Z = *center of impedance* *VSWR = *standing wave ratio*

LAPOINTE-PLASCOMOLD CORP.

UNIONVILLE, CONNECTICUT

Sensational

VEE-D-X

J Series YAGI ARRAYS

- Transformer ratio of stepped-up driven element provides perfect match to 300 ohm line.
- Lowest standing wave ratio insures maximum transfer of signal.
- High front to back ratio prevents co-channel interference.
- Sharp horizontal pattern helps reject unwanted interference of all types.
- Extra high forward gain makes this the ideal antenna for single channel fringe reception.
- Not designed to replace the famous heavy-duty RLY and EC series.

LaPOINTE-PLASCOMOLD CORP.
UNIONVILLE, CONNECTICUT 5

Send me information on the entire line of VEE-D-X antennas and accessories.

Name.....

Company.....

Street.....

City.....Zone.....State.....

MAKERS OF THE WORLD'S MOST POWERFUL ANTENNAS

Recoton Sales Reps

Jack Karns, sales manager for Recoton Corp., New York, has announced the appointment of Ira W. Cartoof and Manny Landes as sales representatives for the firm. Mr. Cartoof will cover New England and Manny Landes the metropolitan New York, northern New York and New Jersey territory.

Recoton has recently repackaged its Superosmium, Nylon and Primus Sapphire Phoneedles in attractive individual lucite containers which include a free record brush pad. Mr. Cartoof and Mr. Landes will introduce these new packages to the trade in their territory.

Music Show

(Continued from page 88)

Symphonic Radio & Electronic Corp., 292 Main St., Cambridge 42, Mass.—Booth 60.
Targ & Dinner, Inc., 425 S. Wabash Ave., Chicago 5, Ill.—Rooms 733, 734.
Tele King Television Corp., 601 W. 26 St., New York 1, N. Y.—Rooms 651, 652.
Tower Records, 100 E. Ohio St., Chicago 11, Ill.—Booth 76.
Trad Television Corp., 1001 First Ave., Asbury Park, N. J.—Booths 22, 23.
Henry Teller & Son, 5490 Dorchester Ave., Chicago 15, Ill.—Room 798.
Time Magazine, 9 Rockefeller Plaza, New York 20, N. Y.—Room 856.
Tonk Mfg. Co., 1912 N. Magnolia Ave., Chicago 14, Ill.—Room 859.
U. S. Musical Mdse. Corp., 1658 Broadway, New York 19, N. Y.—Room 791.
Universal Co., 1502 S. Main St., High Point, N. C.—Room 628.
V-M Corporation, 4th & Park Sts., Benton Harbor, Mich.—Booth 86.
Valco Mfg. Co., 4700 W. Walton St., Chicago 51, Ill.—Room 764.
Vanity Fair, 848 MacDonald Ave., Brooklyn, N. Y.—Booth 8.
Vega Co., 155 Columbus Ave., Boston, Mass.—Room 714.
Vega-Vox, Ltd. (Vega Co.), 155 Columbus Ave., Boston, 16 Mass.—Room 881.
Video Corp. of America, 229 W. 28th St., N. Y. 1, N. Y.—Room 643.
Voco, Inc., 33 34th St., Brooklyn 32, N. Y.—Booth 60.
E. M. Ward Co., 224 S. Michigan Ave., Chicago, Ill.—Room 627.
W. F. L. Drum Co., 1728 N. Damen Ave., Chicago 47, Ill.—Rooms 738, 739.
Waters Conley Co., 501 First Ave., N. W., Rochester, Minn.—Booth 81.
Weaver Piano Co., Inc., York, Pa.—Rooms 817, 818.
Webster-Chicago Corp., 5610 Bloomingdale Ave., Chicago 39, Ill.—Room 604.
Westinghouse Electric Corp., Television-Radio Division, Sunbury, Pa.—Rooms 638, 639, Booth 70.
David Wexler & Co., 1243 S. Wabash Ave., Chicago 5, Ill.—Rooms 710, 711.
H. N. White Co., 5225 Superior Ave., Cleveland 3, Ohio.—Rooms 715, 716.
Winter & Co., 863 E. 141 St., New York 41, N. Y.—Rooms 836, 838, 839, 840, 841, 842.
Wolfe's Play-by-Color, 986 Sanford Ave., Irvington 11, N. .—Room 858.
Woodwind Co., 461 8th Ave., NewYork 1, N.Y.—Room 782.
Rudolph Wurlitzer Co., DeKalb, Ill.—Room 862.
Zenith Radio Corp., 6001 W. Dickens Ave., Chicago 39, Ill.—Private dining rooms 15 and 16.
Avedis Zildjion Co., 39 Fayette St., No. Quincy 71, Mass.—Room 735.
Zim Products Co., 6722 Devonshire, St. Louis 9, Mo.—Booth 66.

How to Sell More

JENSEN NEEDLES

Put me on Your COUNTER I'll sell Needles



FREE: This attractive display, measuring eight inches in width and eleven inches in height, is available through your distributor or by writing to Jensen Industries, Inc.

Jensen NEEDLES
. . . Preferred by leading phonograph manufacturers.
A complete price selection from 50¢ to $2.50

SEE US AT BOOTH 84 N.A.M.M. SHOW
Jensen INDUSTRIES, INC.
332 South Wood Street, Chicago 12, Ill.

New Phonos

Dynavox PHONO

A new automatic, 3-speed, portable phonograph, in plywood case covered in DuPont Fabricoid and bound in leather, has been announced. Called model 430, the unit may be controlled from the outside when the lid is closed. List price is $79.95. Dynavox Corp., L. I. C., N. Y.—RADIO & TELEVISION RETAILING.

Morse 45 PRM ADAPTOR

A small plastic adaptor disc for converting the large center hole of 45 PRM records for playing on any standard 3-speed changer has been announced. Three little nubs prevent records from slipping while playing. Adaptors snap into center hole of records. Available through Morse Mfr. Co., Inc., 280 Main St., Fitchburg, Mass., or sales agent Aim Industries, Inc., 41 Union Square, N. Y., N. Y.—RADIO & TELEVISION RETAILING.

Steelman PHONOS

Three new models in the line are the #395T, shown here, 3-speed automatic portable record changer, in simulated cowhide case with leather trim, listing at $79.95; model #353T, 3-speed portable in simulated alligator, featuring dual channel input, listing at $49.95; and model #313T, 3-speed portable in leatherette covered wood case available in 7 colors, listing at $29.95. Steelman Phonograph & Radio Co., Inc., 742 East Tremont Ave., Bronx 57, N. Y.—RADIO & TELEVISION RETAILING.



JUST A MINUTE!

Drill Insert Tighten

1 MAN 1 MINUTE

SELF-ALIGNING

Snyder TC-8

PHILADELPHIA



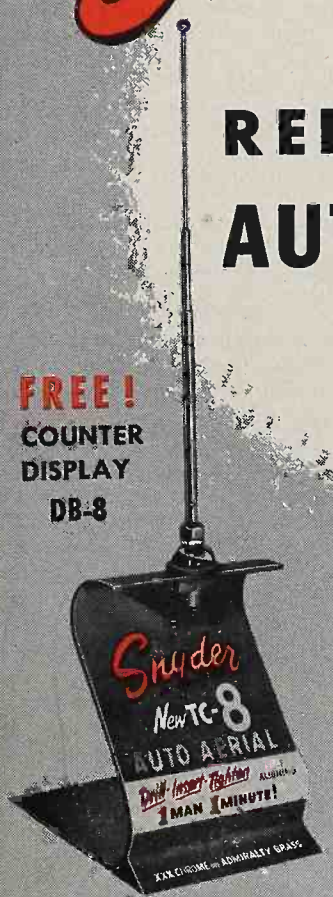
REDI-MOUNT®

AUTO AERIAL

3.95 LIST

Complete with UHF Polyethylene Cable and Aircraft Fittings.

FREE!
COUNTER DISPLAY DB-8



WRITE FOR COMPLETE TV & AUTO AERIAL CATALOG

SNYDER MFG. CO.
ONTARIO RESEARCH CORP.
ANTENN-GINEERS®
PHILADELPHIA

Distributed By the Best—Everywhere

In New York it's H. L. DALIS, INC. In Philadelphia it's ALMO RADIO CO.

Export: ROBURN AGENCIES, INC., N.Y.

YOU MAKE MORE MONEY WITH Snyder

Qualify Customers

(*Continued from page* 36)
out in informal conversation to find out facts which will govern the selection of a *right* set to give him tailored entertainment.

"We get what we can by informal chatting. But we need exact data, especially when it comes to the room size and the style and kind of home furnishings. So if it is necessary to do so, we ask direct questions. All this time, the prospect is partly diverted by the demonstration of the set.

"Once we have established the need and the ability to pay, then the demonstration is quickly shifted to a set tailored to the customer. By slanting the sales approach around a set that he needs and that he is able to buy, we clinch the sale.

"A factor which we always take into consideration is the present radio equipment owned by the prospect. If our fact exploration shows that he has no console set, then we try to build up desire for a combination radio-phonograph-TV set. It is a piece of furniture which he actually can use, and a source of constant home entertainment in all three fields."

Whenever a sale seems to be wavering, Mr. Gunther and the Melody Lane salesmen quickly throw in a suggestion to try the set at home. "We have found the home tryout to be the best clincher in the world. We install the set in the prospect's home for a 24 hour trial only. He is under no obligation whatsoever to buy. We stress that fact in our in-store selling," says Melody Lane's manager. "But once the set goes out, it practically never comes back, and high-pressure salesmanship definitely is not



Melody Lane, at New Orleans, has a busy repair department, handling service on radio and TV sets.

the reason for this. Our TV sales tactics are, if anything, more on the low-pressure than the high-pressure side. We want the set to be rightly sold and to stay sold.

"However, once Mr. Prospect has sampled TV enjoyment *in his own home*, not in a strange store but in the familiar surroundings of his living room, then he is extremely reluctant to part with the set. It has become his, a possession and a source of proved pleasure."



Rauland

High-Fidelity 1825 Phonograph Amplifier

TOPS FOR CUSTOM INSTALLATIONS!

EXCLUSIVE! *Detachable Remote Preamplifier*

Here's unlimited flexibility for custom installations! Preamplifier is detachable; has universal mounting features permitting positioning to meet mechanical requirements of any installation. Mounts horizontally, vertically, inverted, etc. Compact; only 2⅜ x 2⅜ x 11".

- **5-Position Frequency Cut-off** (Noise and Scratch Suppression 12 db per octave)
- **Boost Type Tone Controls**
- **Dual Volume Controls**
- **Dual Input Selector**
- **Plug-In Equalizer**

±1DB, 40 TO 20,000 CPS

25 Watts Output.....5% harmonic distortion
20 Watts Output.....2% harmonic distortion
15 Watts Output.....1% harmonic distortion
(Measured at 100, 400 and 5000 CPS)

Percentage Intermodulation Distortion taken at 60 and 7,000 cycles with 4 to 1 ratio: 2 Watts—.54% (home level); 10 Watts—2%; 15 Watts—3.2%.

The RAULAND Model 1825 High-Fidelity Phono Amplifier puts you on top in the custom-installation market. Outstanding in its mechanical advantages—amazing in its performance—there's nothing on the market comparable for features *and value*. Available for immediate delivery from stock. Get the full details today!

See your RAULAND-BORG Distributor for full information on the RAULAND 1825 High-Fidelity Phono Amplifier. Compare its features *and price!* Get your profitable share of the big market for quality custom installations with this fast-selling amplifier. It's tops for the advanced features and value custom-builders appreciate and want.

Electroneering is our business

SOUND EQUIPMENT — Rauland — INTER-COMMUNICATION

RAULAND-BORG CORPORATION • 3523-L Addison St., Chicago 18, ILL.

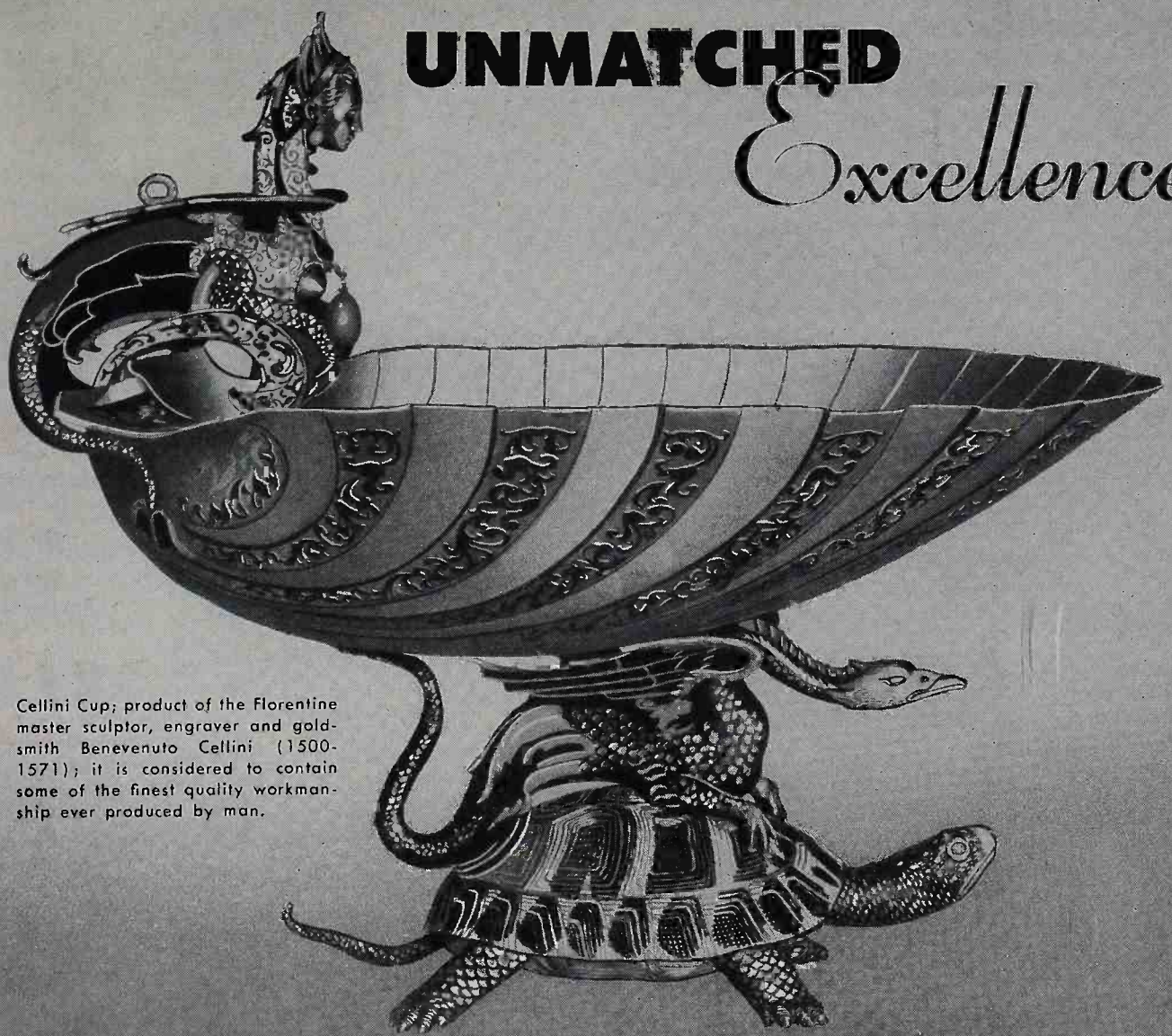
Proposed Licensing Crops Up Again in New York

The perennial licensing bugaboo for servicemen has popped up again in New York City, this time brought on by alleged malpractices of some TV service contractors. The current drive is coupled with provisos that dealers post a $500 bond, and carry contractors' liability insurance in the amount of $5000 to $10,000. We believe that licensing *per se* would not eliminate poor service, nor servicemen who are poor businessmen. We do believe, however, that service organizations who accept money in exchange for 12 months' service should not object to a performance bond which gives the consumer some sort of guarantee that, in the event that the contractor falls upon ill times, the consumer's money will not be lost.

Hallicrafters Distributor

Hallicrafters Co., Chicago, has signed the Elliott-Lewis Corp., television and appliance distributors for Philadelphia, as distributors for Hallicrafters television in the Philadelphia area.

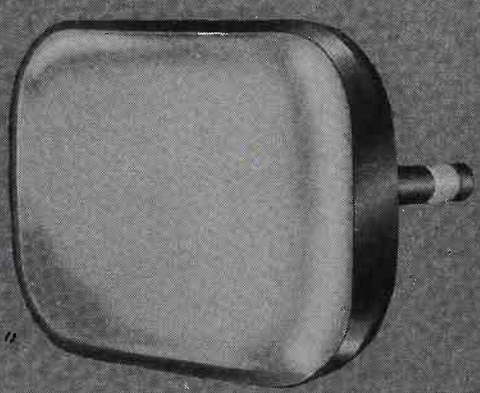
UNMATCHED *Excellence*



Cellini Cup; product of the Florentine master sculptor, engraver and goldsmith Benevenuto Cellini (1500-1571); it is considered to contain some of the finest quality workmanship ever produced by man.

In electronics as in the delicate art of the goldsmith, superb quality workmanship distinguishes its producer as the master of all those who practice his art. In electronics, that distinction is proudly borne by Tel-O-Tube—producers of extra-fine quality cathode ray tubes.

Yes, of the many fine quality television picture tubes on the market today, there is nothing which can compare with the matchless excellence of Tel-O-Tube....truly the work of master craftsmen.



"The *GREATEST* Names in Television *PROTECT* Their Names with Te O-Tube"

TEL O TUBE

THE WORLD'S FINEST TELEVISION PICTURE TUBE

TEL-O-TUBE Sales Corporation

580 Fifth Avenue New York 19, New York

JUdson 2-2967-8-9

Plant: TEL-O-TUBE Corporation of America 180 Van Riper Ave., E. Paterson, N. J.

Cellini Cup courtesy of the Metropolitan Museum of Art

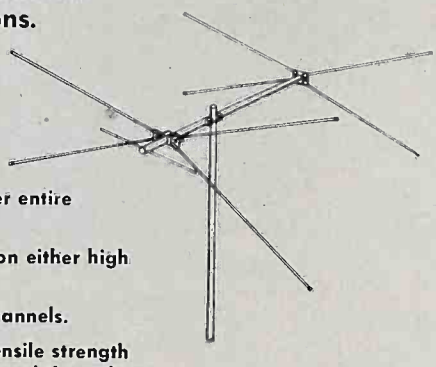
WALSCO ANNOUNCES

AMAZING NEW

NEW

SIGNAL KING ANTENNA

FINALLY, the *one* antenna that does more to *guarantee* outstanding reception, trouble-free performance in even the fringe areas. The WALSCO Signal King, with its amazing new patented design, assures longer, dependable service under the most adverse weather conditions.



- Broad response over entire TV spectrum.
- No weak channels on either high or low band.
- Extra gain on all channels.
- Marine type high tensile strength aluminum alloy used throughout on elements, cross-arms and masts.
- Elements are reinforced with metal insert and are sealed on outer end.
- Full 1 inch O.D. cross-arm.
- U-bolt assembly fits mast from ¾" to 1½" O.D. Bracket made of serrated steel that bites into the mast. All cadmium plated.

WRITE FOR FREE ILLUSTRATED CATALOG 50-R

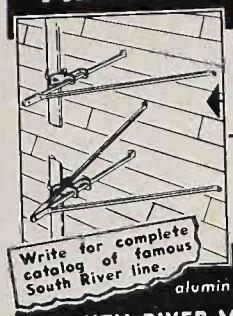
WALSCO *Quality Sells WALSCO Antennas*

WALTER L. SCHOTT CO. Beverly Hills, Calif. • Chicago 6, Ill.

Television's Outstanding

ADJUSTABLE WALL BRACKETS

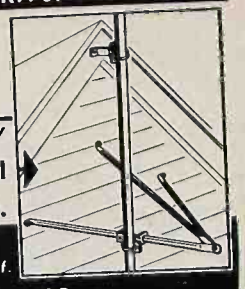
2 Great South River Models



Write for complete catalog of famous South River line.

Duo-18" Adjustable Wall Bracket. $6.50 list.

Combination-18" Adjustable Wall Bracket. $4.50 list.



Made of high-strength aluminum alloy tubing • rust proof.

SOUTH RIVER METAL PRODUCTS CO., INC.
Dept. RR, 17 Obert Street, South River, N. J.

Fast-Selling!

New!

Unique!



BEAM

3-SPEED

WIRED RECORD PLAYER!

The newest, fastest promotional item in the field—a brand new wired record player that plays through *any* radio or television loudspeaker and plays all *three* record sizes! A low-priced, fast-selling item, it comes complete with plug, takes only a moment to connect. Handsome, leatherette-covered case . . . fine quality workmanship throughout! Stock it, show it . . . *write, wire* or *call,* TODAY!

RETAIL PRICE

$12.95

Higher West of the Rockies

BEAM RADIONICS CORPORATION
224 NORTH DESPLAINES ST.
CHICAGO, ILLINOIS

Visit Us at our Factory and See the Finest Line of Phonographs in America

HAVE YOU A JOB FOR A

TRAINED TECHNICIAN?

We have a number of alert young men who have completed intensive training in Radio and Television Repairing. They learned their trades thoroughly by working on actual equipment under personal expert supervision. If you need a trained man, we invite you to write for an outline of our course, and for a prospectus of the graduates. No fees, of course. Address:

Placement Manager, Dept. P110-7

COMMERCIAL TRADES INSTITUTE
1400 Greenleaf Chicago 26

Recorder Sales

(Continued from page 56)

tomers of their recording unit department.

There are certain obvious points about demonstrating a wire recorder that many dealers overlook. The operation of it must be made simple. If the demonstrator makes it look complicated, the prospective customer will think it is a complicated mechanism. Few persons other than engineers want to tackle anything that looks like a real mechanical challenge. So the demonstrator must know every operating point about the machine so thoroughly he can make its use look completely effortless.

Record Demonstrations

One technique often used by Lyon & Healy is to record the demonstration from the beginning, including the customer's questions. This is done without making a point of it. When it is time to play back the spool, the customer gets a second explanation from the recording. He also hears his own voice, which is always a fascinating experience for anyone. Hearing his voice on the recorder, the prospect begins to identify himself with it and feels a thrill from taking part in its demonstration.

Among the points the dealer might stress for its uses within the home during this demonstration are for recording sound tracks for home movies, telephone conversations, radio programs, music, baby's first words, voices of friends and party conversation.

Display Signs

An integral part of the promotion of Webster-Chicago wire recorders at the Lyon & Healy main store in Chicago is the regular use of window exhibits as well as special counter exhibits. The recorders are backed with display signs pointing up particular features in both the window and on the counters. Some stores also use window streamers to attract the attention of passers-by.

All of this is important in selling not only the wire recorders but in raising the sales volume of recording accessories. Lyon & Healy attributes much of its sales of the supplementary items to the promotion of the wire-recorders. Sales of extra microphones, wire, extensions, amplifiers and other recording accessories increase in proportion to the job done on selling the recorder. That is significant in counting the total sales volume of the product.

Obviously, there is plenty of room for every dealer who wants to expand his recording sales since there are plenty of prospects. All he has to do is understand that in the life of almost every person who walks into his store, there is some way of using the wire recorder to advantage and then convince that prospect that it can be particularly useful to him.

Bigger and Better Than Ever!

DEWALD's New 1950—19"

King-Size TV with BUILT-IN ANTENNA

Retails for only $369.95

From the new King-Size 19" model, thru the 16", 14" and 10" table and console models — all with Built-In Antennas — this new line offers the finest in TV enjoyment. Clearer, brighter, steadier pictures plus extra-dependable performance.

And, this great new TV line plus an outstanding group of Superformance Home and Portable Radios are available

Now at NEW LOW PRICES

JOBBERS-REPRESENTATIVES: Some choice territories now available. Write for full information.



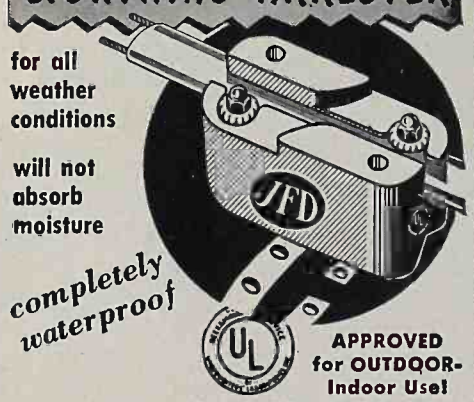
19" King-Size Model DT-190

Proven Quality for Over a Quarter Century

in RADIO and TELEVISION for SOMETHING BETTER, it's DEWALD

DEWALD RADIO MFG. Corp. 35-15 37th Ave., Long Island City 1, N. Y

The ORIGINAL and Still the BEST *LIGHTNING ARRESTER*



for all weather conditions

will not absorb moisture

completely waterproof

APPROVED for OUTDOOR-Indoor Use!

Protects Television Sets Against Lightning and Static Charges

JFD SAFE TV GUARD

Fits Any Type of Twin Lead

No. AT102 for Regular Twin Lead
No. AT103 for Oval Jumbo Twin Lead
No. AT103 Also for Tubular Twin Lead
BOTH Models Conform With Fire Underwriters and National Electrical Code Requirements for OUTDOOR installations.

$2.25 EACH

SIMPLE TO INSTALL . . . For maximum efficiency, arrester should be mounted outside window nearest to TV receiver, with ground wire attached to nearest grounded point. No stripping, cutting or spreading of wires necessary. Supplied complete with 4 ft. length of Ductile Aluminum Ground Wire for Wall Mounting, and Strap for Mast or Grounded Pipe installation.

JFD MANUFACTURING CO., Inc.
6127 16th Avenue, Brooklyn 4, N. Y.
First In Television Antennas & Accessories

"HAVE YOU HEARD THE SOUND OF QUALITY?"



NEWCOMB SOUND IS BETTER

Manufacturers of public address, mobile, phonograph, musical instrument and wired music amplifiers • Portable systems • Portable phonographs and radios • Transcription players • Rack and panel equipment.

Write today! Circle items of interest and indicate whether you are a Dealer, Parts Jobber or Sound Specialist.

NEWCOMB AUDIO PRODUCTS CO.
DEPT. A, 6824 LEXINGTON AVE.
HOLLYWOOD 38, CALIFORNIA

Raytheon Launches Big Sales Campaign Program

Having gradually strengthened its position in the television receiver field since the introduction of its first complete line, Raytheon Manufacturing Company—through its Belmont Radio Division—is now launching the most aggressive sales program in its history.

"The first step is an enlarged sales organization, and every sound method of selling TV receivers throughout the United States will be used," William L. Dunn, vice-president in charge of sales for Belmont Radio—manufacturer of Raytheon TV sets—said in announcing the new merchandising, national magazines, newspapers, radio and television advertising—plus a concerted dealer sales training program and top-ranking field service will provide dealers with a coordinated selling team," Mr. Dunn said. "With 25 years of experience in electronics—including outstanding wartime development and production achievements—Raytheon is eminently qualified to be among the leaders of the industry in supplying quality TV receivers priced to fit the moderate needs of the average consumer.

"Raytheon's complete program is the result of several years of detailed study, exploratory work and careful testing in the consumer market. We have established a prime position through the years in the manufacture of low cost, quality radios, and are today among the ten leaders in the television manufacturing field. We intend to continue to supply a complete line of quality TV receivers at the lowest possible prices, with every protection for the Raytheon dealer," Mr. Dunn said.

Mr. Dunn explained that Raytheon TV dealers are protected by a policy of guaranteed dealer pricing. When price adjustments became effective in January, dealers were protected on every model in the Raytheon line.

Under the Raytheon program, the country has been divided into three regional sales districts—Eastern, Mid-Western and Western — with a sales manager in charge and territorial sales representatives and field technicians serving each of the market areas. Sales representatives in each of the three districts maintain direct contact with distributors and dealers, in order that they may profit by sales training and specialized education in merchandising Raytheon TV receivers.

DuMont Names Brown

Appointment of Herbert E. Brown as advertising and sales promotion manager for the DuMont New York Factory Distributor, receiver sales division, Allen B. DuMont Laboratories, Inc., has been announced by Rowland Guildford, manager.

Mr. Brown, already in his new post, will be in charge of cooperative advertising and sales promotional activities in the New York Factory Distributor territory.

Lewyt Admirer



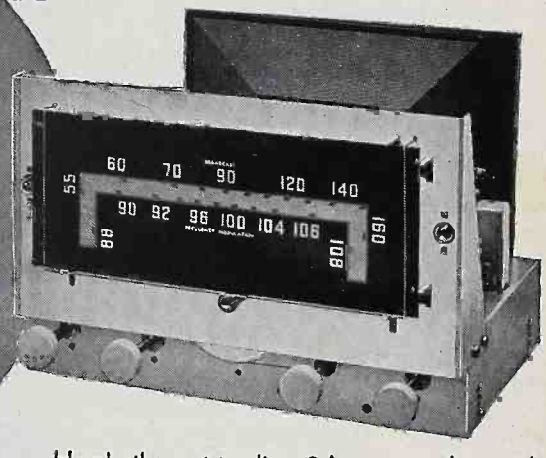
"Another star was born when they invented this Lewyt vacuum cleaner," says Barbara Lawrence, lovely 20th Century Fox film star. She finds her Lewyt a tremendous time-saver during her heavy picture production schedule.

NEW! the MEISSNER 9A

AM-FM TUNER CHASSIS COMPLETE WITH AUDIO

AMERICA'S GREATEST RADIO VALUE!

MEISSNER takes great pride in announcing their new 9A AM-FM chassis complete with Audio. The 9A brings real "Custom" quality reception into the low price field! ¶ A complete AM-FM unit — the 9A is a tuner, amplifier and power supply — everything you need for a deluxe custom installation or for converting older radios. ¶ Nine tubes, including rectifier, give the 9A ample power while a high degree of stability and selectivity is attained through superior MEISSNER circuit design and the use of high quality components. ¶ MEISSNER engineers stress that only a high quality speaker is capable of reproducing the wide range fidelity and tonal richness inherent in the 9A. ¶ See this fine instrument at your dealers now. Examine the workmanship — hear the glorious richness of its tone! Compare the MEISSNER 9A with units selling for twice its price. You will agree, it's MEISSNER — For Magnificent Reception!



Here's the outstanding 9A — complete with tubes, power supply, built-in antenna, escutcheon, knobs, etc.



features that place the 9A in a class by itself

- High Selectivity and Sensitivity
- Full Audio Fidelity
- Full 4 Watts Output
- FM Circuit Temperature Compensated
- Air Wound FM Coils
- Separate AM and FM Condenser Sections
- Built-In High "Q" Die Stamped Loop Antenna
- Full Range Tone Control
- Complete Provision For Phono Input
- All Controls On Front Panel
- Power Outlet For Phono Motor

MEISSNER FOR MAGNIFICENT RECEPTION

MEISSNER MFG. DIVISION, MAGUIRE INDUSTRIES, Inc., MT. CARMEL, ILLINOIS

Refrigerators

(Continued from page 52)

to meet the public in a receptive manner," says this dealer, "and while I've had to make a few changes, I've finally settled upon a staff I'm proud to be associated with. Now, seventy-five per cent of my business comes through the service department, and we're all happy."

There are numerous ways the dealer can discover good salesmen among his servicers. First, he can take another look at them. There's Bill, for instance. He's the fellow so many customers ask for specifically; are willing to wait until he's available. Certainly, he enjoys the customer's confidence. He's greeted at the door like an old friend. He has the run of the house. With a little encouragement from the boss, Bill can sell a new refrigerator to a person who really needs one.

Then, there's Harry. He has a nice personality. He's well educated, an ex-GI, and a fellow with a little family, and ambition to get ahead. Perhaps with a bit of training he can double his income, and bring in extra profits to the business.

At all events, there's wisdom in making salesmen of your servicers. Look at it this way: If you have mechanics who, while able to make repairs, are, in your opinion, unable to serve as "public relations" officers of your organization, you'd better replace them with men who are at least capable of recognizing a "lead" when they run into one. It's better to take on some "green" men and train them than it is to tolerate individuals who make bad impressions on outside calls.

"DeForest 44" TV Sets

Dr. Lee deForest informs us that a television set will be marketed by American Television, Inc., Chicago, under the name "DeForest 44," signalizing the 44 years since the birth of the grid tube. With rectangular tubes, the 16-in. is priced at $99.50, and the 19-in. at $149.50, but will be sold only in cities and suburbs with outdoor antenna installation and 5-year service contract, adding about $90 per set.

Eureka Ups Production

Eureka Television & Tube Corp. of 69 5th Ave., Hawthorne, N. J., is now in production on 14, 16 and 19-inch rectangular tubes and 16 and 19-inch round tubes in all types currently in demand. They are using the new bent gun. They are also presently in process of setting up exclusive distributorships in all TV areas to service the replacement market on cathode ray tubes.

Webster-Chicago Election

Election of two new vice-presidents has been announced by Webster-Chicago Corp. W. S. Hartford, general sales manager, has been named vice-president in charge of sales, C. B. Dale, director of research, becomes vice-president in charge of research.

"VIDEOSET"
A FULL LINE OF 16" CONSOLES

Video Corporation of America



- Presents the giant 19"— available with or without doors.
- Representatives and dealers cannot afford to pass up this profit line of "videosets" featured by leading Department and Chain Stores nationally!
- A quality product utilizing standard coil tuners — Sprague and Aerovox condensers and resistors — 10" speakers — and other standard parts housed in beautifully hand-rubbed consoles; offering the best the industry affords!
- Worthy of your private label or our name brand.
- Built-in antenna.

See us at the Music Show
Palmer House, Rm. 643

Video Corporation of America
ENGINEERED FOR THE FUTURE
229 WEST 28th ST.
NEW YORK

MOSLEY FLUSH SOCKETS
FOR
TELEVISION ANTENNAS



CAT-F-14

Attractive
Conceals Unsightly Lead-Ins
Fits Standard Metal Outlet Boxes and Flush Plates



CAT-F-1
Has single outlet for connecting a TV or FM receiver to concealed 300 ohm transmission line lead-in.

Easy to Install
Fits All Mosley Plugs
Fabricated of Plastic and Non-Ferrous Metals



CAT-F-15

Flush Socket has one outlet for antenna lead-in and one outlet for cable connections to 4 wire rotator and rotator control.

Flush Socket has one outlet for antenna lead-in and one outlet for cable connections to 5 wire rotator and rotator control.



CAT-300-P
Mosley Transmission Line Plug for 2 wire 300 ohm transmission line.

CAT-301-2P
Special 4 wire Mosley Plug.

ALL SPACINGS OF MOSLEY PLUGS AND SOCKETS ARE ½ INCH. ONLY NON-FERROUS METALS USED.



CAT-300-1P
Special 2 wire 300 ohm Mosley Plug for shielded Cable.

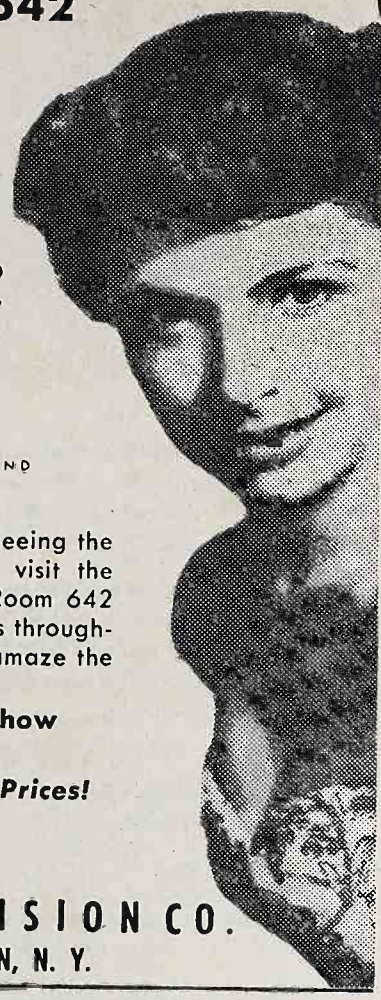


CAT-301-5P
Special 5 wire Mosley Plug.

ASK YOUR JOBBER FOR FULL DETAILS TODAY.
(WRITE FOR BULLETIN 51)

MOSLEY ELECTRONIC SPECIALTIES
WØFQY
2125 LACKLAND OVERLAND MISSOURI

Remember! It's Room 642 At the PALMER HOUSE Your Most Thrilling Date at the Music Show!!



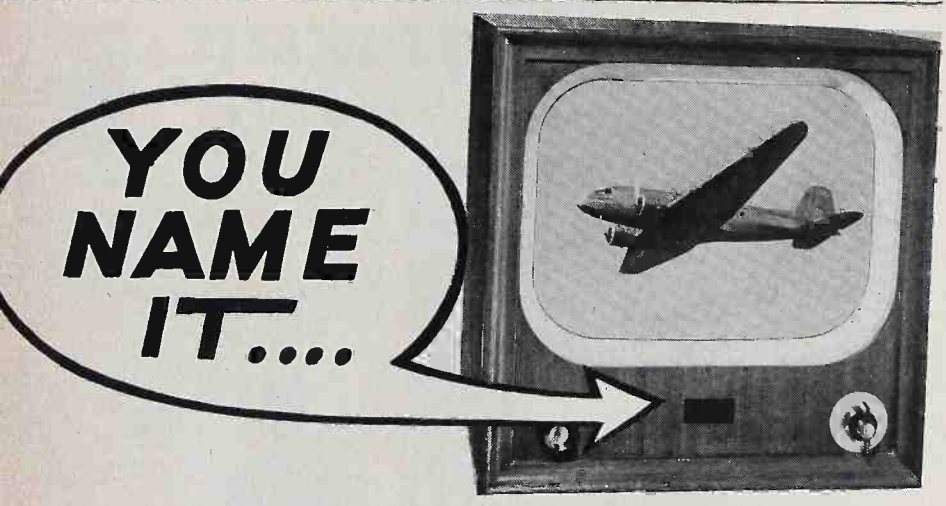
ATWATER
PRECISION-PICTURE
Television
THE FINEST IN SIGHT AND SOUND

ATWATER invites everyone interested in seeing the very latest in high quality Television to visit the Atwater display at the Palmer House in Room 642 ... the fastest-moving TV sets in retail stores throughout the country... and at prices that will amaze the industry. Remember the date!

July 10-14 at the Chicago Music Show
PALMER HOUSE, Chicago
Sensational Quality at Sensational Prices!
DON'T MISS IT!

ATWATER TELEVISION CO.
334 FURMAN STREET • BROOKLYN, N. Y.

YOU NAME IT....



Distributors, Distributor-Dealers, Chain Store Buyers!

Your name on a Telequip receiver will combat price cutting. Noted TV test equipment manufacturer now offers the latest in private brand 14", 16" and 19" console and table models —mahogany or blonde finish. High quality performance and workmanship, built-in antenna, and two-knob picture control.

Write at once for liberal "factory to you" quantity discounts

TELEQUIP RADIO COMPANY
2559 W. 21st St. • Chicago, Ill.

Sell Radios With FM

(*Continued from page 42*)

the set the customer receives is properly installed, that it is in proper aligment, and that the customer understands how to operate it. FM is not just another radio. Its ability to bring in clearer reception combined with better tone is the result of more complex and intricate circuitry. It deserves and requires careful handling, careful installation, and careful operation. A little attention to these details at the outset will ward off possible "nuisance" service calls, and will also avoid having the receiver fall into disuse because it is not properly understood by the user.

FM will continue to grow, and will bring added dollars of profit to the dealer who promotes it and sells it properly.

International TV LINE

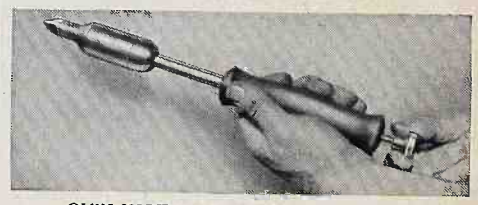
The TV line includes a 16-inch table model (T16-019S) at $238.50, two 16-inch consolettes at $255 (D16-019S) and $270 (D16019ED), one 16-inch full door consolette for $319 (D16-019FD), a 16-inch half door consolette for $319 (D16-019HD). International Television Corp., 238 Williams St., N. Y. 7, N. Y.—RADIO & TELEVISION RETAILING.



An Indispensable EMERGENCY Tool for Every TV and Electronic Technician!

QUIK-SHOT SOLDERING IRON

• 250 Watts • Maintains Soldering Temperature for 6 to 8 Minutes • No Electricity • No Flame • No Blowtorch
Pull the Trigger and the Iron Heats Itself In Less Than 10 Seconds!



QUIK-SHOT is a "must" for every *emergency* when line power is not available nor convenient. Heat is generated internally through the QUIK-SHOT cartridge which is inserted into the iron. UNCONDITIONALLY GUARANTEED! Absolutely safe. Accepts 3/8", 5/8" and 1" tips.

Model QS 38 (3/8" Pyramid or Chisel Tip) $7.50
Model QS 58 (5/8" Pyramid or Chisel Tip) $7.50
Model QS 100 (1" Chisel Tip Only) $8.25
All standard models complete with 4 QUIK-SHOT Cartridges and Pyramid Tip.
QUIK-SHOT Cartridges (12 in carton) $1.92
SEPARATE TIPS
3/8" or 5/8" Pyramid or Chisel $2.25
1" Chisel Only $3.00

"Ask your Jobber or write direct"

JOHN F. RIDER LABORATORIES, Inc.
480 Canal Street • New York 13, N. Y.



ATR

"A" BATTERY ELIMINATORS

Makes it easy to DEMONSTRATE AND TEST D.C. APPARATUS FROM A.C. LINES



for DEMONSTRATING AND TESTING AUTO RADIOS

New Models . . . Designed for testing D. C. Electrical Apparatus on Regular A. C. Lines. Equipped with Full-Wave Dry Disc Type Rectifier, Assuring Noise-less, Interference-Free Operation and Extreme Long Life and Reliability.

✓NEW MODELS ✓NEW DESIGNS ✓NEW LITERATURE

"A" Battery Eliminator, DC-AC Inverters
Auto Radio Vibrators

ATR *See your jobber or write factory*

AMERICAN TELEVISION & RADIO CO.
Quality Products Since 1931
SAINT PAUL 1, MINNESOTA—U.S.A.

ADVERTISERS
July, 1950

Aero-Tone Mfg. Co., Inc. 82
Aim Industries, Inc. 12
Air King Products Co., Inc. ..... Cover 2
Aluminum Company of America 80
American Television & Radio Co. 99
Anchor Radio Corp. 49
Andrea Radio Corp. 59
Armstrong, E. H. 70, 71
Arvin Industries, Inc. 13, 20, 58
Atwater Television Co. 98

Beam Radionics 94
Belmont Radio Corp. 16, 17
Boetsch Brothers 30

Columbia Records 8
Commercial Credit Corp. 87
Commercial Trades Institute 94

DeWald Radio Mfg. Corp. 95
Dumont Labs., Allen B. 25
Dynavox Corp. 14

Easy-Up Tower Co. 100
Eureka Television & Tube Corp. 84

Federal Telephone & Radio Corp. 79
Freed Radio Corp. 31

General Electric Co. 7, 10, 11, 57
General Electronics, Inc. 100

Hotpoint, Inc. 53
Hudson Electronics 32
Hytron Radio & Electronics Corp. 73

Jensen Industries, Inc. 90
Jerrold Electronics Corp. 76
JFD Mfg. Co., Inc. 95

LaPointe-Plascamold Corp. 89
Littelfuse, Inc. 29

Magnavox Co. 28
Meissner Mfg. Div., Maguire., Inc. 96
Morse Mfg. Co., Inc. 88
Mosley Electronic Specialties 97
Motorola, Inc. ..... Cover 3

National Carbon Div., Union Carbide & Carbon Corp. 23
Newcomb Audio Prolucts Co. 95
Noblitt-Sparks Industries, Inc. (now Arvin Industries, Inc.) 13, 20 58

Permo, Inc. 12
Philco Corp. 5

Radiart Corp. 62
Radio Corp. of America ..... 37, 51, Cover 4
Radio Engineering Labs. 43
Radion Corp. 77
Rouland Corp. 81
Rauland-Borg Corp. 92
Recoton Corp. 82
Revere Camera Co. 24
Rider Publisher, John F. 2, 98

Schott Co., Walter L. 94
Scott Radio Labs., Inc. 18
Sentinel Radio Corp. 6
Sheldon Electric Co. 60
Snyder Mfg. Co. 91
Sonic Industries, Inc. 19
South River Metal Products Co., Inc. 94
Starrett Television Corp. 9
Steelman Phonograph & Radio Co., Inc. 22
Sylvania Electric Products, Inc. 3
Sympsonic Radio & Electronic Corp. 27

Technical Appliance Corp. 85
Tele King Corp. 61
Telequip Radio Co. 98
Tel-O-Tube Sales Corp. 93
Telrex, Inc. 78
Thomas Electronics, Inc. 83
Tone Products Corp. 55
Trad Television Corp. 21
Trio Mfg. Co. 99

U. S. Devices Corp. 75

Video Corp. of America 97
V-M Corp. 86

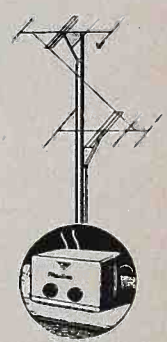
Webster-Chicago 4
Westinghouse Electric Corp. 15

Zenith Radio Corp. ..... 26, Part 2

While every precaution is taken to insure accuracy, we cannot guarantee against the possibility of an occasional change or omission in the preparation of this index.

THERE'S A
Trio TV Antenna
for every installation problem
WHAT'S YOURS . . .

. . . CO-CHANNEL INTERFERENCE AND EXTREME FRINGE AREA RECEPTION?



TRIO'S "PHASITRON CONTROLLED PATTERN" TV Antenna System Eliminates Venetian Blind Effect and Audio Chatter! Up to 17 db. FORWARD GAIN!

Amazing new TV antenna system consists of two high gain yagis affset stacked for exact vertical angles plus the Remarkable "PHASITRON" (Pat. applied for) that Actually *Tunes Out* Venetian Blind Effect and Audio Chatter even when caused by a signal TWENTY-FIVE TIMES STRONGER than that of the desired station! No. 604 "Controlled Pattern" Antenna System complete with Phasitron, 6' mast, Cross Arm, Hardware. Less transmission line. Available for each present TV channel. Please specify.

. . . ECONOMY?



Low Cost—High Quality Yagis For Single Channel Reception. Available for each TV channel. Please specify.

No. 223 L.T.L.M. Two 3-Element Bays Stacked. 8½ db. Gain.

No. 203 L.T.L.M. Three Element Single Bay. 6½ db. Gain.

No. 204 L.T.L.M. Four Element Single Bay. 9 db. Gain.

. . . JUST ONE TV STATION?

No. 310 T.V. Low Frequency Broadbanded Folded Dipole with Reflector. With 5' Mast and 60' 300 ohm Transmission Line.

No. 310 L.T. Same As Above, less transmission line.

. . . FRINGE AREA?



Yagi With Double Dipole. 10 db. Forward Gain On Optimum Channel! 25 db. Front-To-Back Ratio! Easily Stacked For More Gain!

No. 304—2-6 L.T. Low Channel Yagi, less transmission line.

No. 304—2-6 T. V. Low Channel Yagi With 60' 300 ohm Transmission Line.

No. 304—7-13 L.T.L.M. High Channel Antenna Bay Only.

No. 304—7-13 L.T. High Channel Antenna With 6' Mast, Hardware, less transmission line. Order By Channel Number Following Model No. 304

. . . LANDLORD?

All Channel TV Antenna For Attic Installations Suitable for metropolitan areas with sufficient signal strength. Install in attic on rafters, floor joists or attic floors.

No. 305 T.V. All Channel Attic Antenna With 2' Mast, Hardware and 60' 300 ohm Transmission Line.

No. 305 L. T. Same As Above, less transmission line.

. . . FM ANTENNAS

TRIO also manufactures a complete line of High Quality FM Antennas. For additional information on all TRIO TV and FM Antennas write for illustrated folders.

Trio MANUFACTURING COMPANY
GRIGGSVILLE, ILLINOIS

Top Value in TV Towers

Easy-Up

MODEL 300 "ROTA-TOWER"

- ★ *Strong* steel tube construction, all-electrically welded
- ★ *Multiple* cross-braces—90 in each 10 foot section
- ★ *Saves many man-hours.* Shipped pre-assembled — only 5 minutes to complete
- ★ Entire assembly hot-dip *galvanized*
- ★ *Rotatable* 360° to orient antenna *after* installation
- ★ Built-in ladder—*safe* to climb
- ★ *Light*—less than 1½ lbs. per foot of height
- ★ *Quiet* in the wind — all rounded surfaces
- ★ *Hinged* base — fits peaked or flat roof — tip up from any of four directions
- ★ Neat, trim, unobtrusive
- ★ Wide choice of heights
- ★ Minimum guy support needed

ONLY $64.50 LIST for basic 30-ft. model complete

Actual photo of Easy-Up "Rota-Tower" with two extensions, elevating stacked Amphenol antenna and Alliance rotator 50 ft. above 30 ft. rooftop.

Also, extra-heavy-duty square and triangular towers for heights to 100 feet.

Easy-Up Tower is a quality product through and through... Built to make your installation job just as simple as possible... Your most economical way to elevate TV antennas for clearest reception.

See your jobber, or write

Easy-Up Tower Co.

3800 KINZIE AVENUE
RACINE • WISCONSIN

RMA Elects Officers

Robert C. Sprague, president of the Sprague Electric Co. has been elected president and chairman of the board of the RMA succeeding R. C. Cosgrove. James Secrest, now director of public relations, will become secretary and general manager August 1, succeeding Bond Geddes. The following were elected vice-presidents: Glenn W. Thompson, vice-president Noblitt-Sparks Industries; Max Balcom, chairman Sylvania Electric Products; W. J. Barkley, executive vice-president Collins Radio Co.; Arie Liberman, president of the Talk-A-Phone Co., and A. D. Plamondon, Jr., president of Indiana Steel Products. Leslie Muter, president of the Muter Co., was re-elected treasurer.

The members voted to change the name of the association from the RMA to the Radio-Television Manufacturer's Association (RTMA).

Reps Elections

J. Y. Schoonmaker of Dallas, Texas was unanimously elected national president of "The Representatives" of Radio Parts Manufacturers, Inc. for the 1950-51 term at the recent meeting of chapter delegates. Wilmer S. Trinkle of Philadelphia was elected as first national vice-president; Norman B. Neely of Hollywood as second vice-president; and Russ Diethert of Chicago, formerly secretary-treasurer, as third vice-president. Leroy W. Beier of Chicago was elected as national secretary-treasurer.

Under the chairmanship of R. W. Farris of Kansas City, Missouri, the new Board of Governors will include Irvin I. Aaron, Milwaukee; Robert E. Breuer, N. Y. C.; Samuel K. Macdonald, Philadelphia; David N. Marchank, Los Angeles; Leslie M. DeVoe, Indianapolis; and newly-elected Board member, William E. McFadden of Columbus, Ohio.

Atwater 1951 Promotion

A partial list of the 1951 sets includes: a 14-inch rectangular table model; a 16-inch rectangular table model; a 16-inch round picture console and consolette and a 19-inch console. Irving R. Ross, director of sales for Atwater, has announced that a sales promotion plan has been devised wherein the company has made a tie-in with Laurel Films. In the picture "Mr. Universe", Atwater sets are displayed conspicuously throughout the picture. Theater tie-ins and display material are to be made available to dealers.

Motorola 1951 TV LINE

Four new TV sets, advance models of the 1951 line, have been announced. They include two 16-inch rectangular table models, $239.95 in mahogany and $249.95 in limed oak; a 16-inch console, $269.95 in mahogany and $279.95 in limed oak; and a 14-inch console, $239.95 in mahogany and $249.95 in limed oak. Motorola, Inc., 4545 Augusta Blvd., Chicago 51, Ill.—RADIO & TELEVISION RETAILING.

Announcing

CATHOTRON

NEW TUBES FOR OLD

—at low cost and full year guarantee . . . by a reputable manufacturer serving broadcasters, industry and the Armed Forces.

CATHOTRON, the tube with "the vacuum baked screen", is a product and a division of General Electronics, Inc. . . . manufacturers of cathode ray tubes for many well known brands of television sets . . . also transmitting, industrial, rectifier and special purpose tubes for communications, industry and government.

The CATHOTRON division of the company operates a TV tube EXCHANGE-SALE DEPARTMENT to replace worn-out or damaged TV tubes of all makes, round or rectangular, in the following sizes:

10"-12"-12½"-14"-15"-16"

After an exhaustive proving-ground period in Eastern areas, this plan is being extended to the servicing business in other areas through the appointment of qualified distributors.

All replacements and all contacts are between the serviceman and the Cathotron distributor.

The serviceman turns in a worn or damaged picture tube (if free of scratches on the face) and receives at low cost, a brand new tube of equivalent size, identical to those we supply to TV manufacturers for original equipment.

DISTRIBUTORS

Write for exchange prices and details of exclusive territorial franchise.

CATHOTRON DIVISION
GENERAL ELECTRONICS INC.
101 Hazel St., Paterson, N. J. MUlberry 4-S271


the best is yet to come!
wait 'til you see the
NEW 1951
Motorola LINE
Coming...the most beautiful TV sets and radios you've ever seen!
Coming...the finest performing TV sets and radios ever built!
Coming...the fastest selling line you've ever handled!
Coming...the biggest, best advertising campaign in Motorola history!
Watch for your distributor showing!
MOTOROLA INC. • 4545 AUGUSTA BLVD. • CHICAGO 51, ILL.

THE QUALITY OF **RCA** TUBES IS UNQUESTIONED



RCA for *Deflection Tubes*

. . . with dependability

Each standard by which you judge a tube in service is considered in establishing the design requirements of RCA tubes. Dependable performance of deflection circuits starts with *dependable* tubes. For example.

RCA-designed driver tubes, such as the 6SN7-GT and 12AU7—as well as the RCA-6K6-GT and RCA-6AQ5 vertical-deflection tubes—are exceptionally low in microphonics. They are built for *dependable* performance.

RCA-designed horizontal deflection tubes, such as the 6BG6-G, easily withstand peak plate voltages of 5000 volts, and as readily meet peak emission demands on the cathode. They, too, are built for *dependable* performance.

For these reasons, RCA tubes offer *dependability* beyond the average. With fewer service failures and fewer costly call-backs, there is, then, an additional hidden profit in every RCA tube and kinescope you sell.

Always keep in touch with your RCA Tube Distributor

RADIO CORPORATION of AMERICA
ELECTRON TUBES
HARRISON, N.J.